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ABSTRACT

This document is a compendium of reports from five countries on their "Sport for All" programs. The five countries are the Federal Republic of Germany, the Netherlands, Norway, Sweden, and the United Kingdom. It is stated that the basic idea of "Sport for All" is of a sociocultural nature: it regards sport and its functions as an integral part of permanent education. All of the reports place emphasis on medico-biological motives, sociological motives (the question of the use of leisure time), and educational motives (the place of sport in our civilization as a whole). Topics covered in the five reports are various methodologies of each country's program, the attitude of women towards sport, the training of instructors, the general public response, and the future needs of the "Sport for All" program. (Related document is SP 007 501.) (JA)

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FIVE COUNTRIES REPORT

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The Council of Europe was established by ten nations on 5 May 1949, since when its membership has progressively increased to eighteen: Its aim is " to achieve a greater unity between its Members for the purpose of safeguarding and realising the ideals and principles which are their common heritage and faciliting their economic and social progress ". This aim is pursued by discussion of questions of common concern and by agreements and common action in economic, social, cultural, scientific, legal and administratives matters.

The Council for Cultural Co-operation was set up by the Committee of Ministers of the Council of Europe on 1 January 1962 to draw up proposals for the cultural policy of the Council of Europe, to co-ordinate and give effect to the overall cultural programme of the organisation and to allocate the resources of the Cultural Fund. It is assisted by three permanent committees of senior officials : for higher education and research, for general and technical education and for out-of-school education. All the member governments of the Council of Europe, together with Finland, Spain and the Holy See which have acceded to the European Cultural Convention, are represented on these bodies [1].

In educational matters, the aim of the Council for Cultural Co-operation (CCC) is to help to create conditions in which the right educational opportunities are available to young Europeans whatever their background or level of academic accomplishment, and to facilitate their adjustment to changing political and social conditions. This entails in particular a greater rationalisation of the complex educational process. Attention is paid to all influences bearing on the acquisition of knowledge, from home television to advanced research ; from the organisation of youth centres to the improvement of teacher training. The countries concerned will thereby be able to benefit from the experience of their neighbours in the planning and reform of structures, curricula and methods in all branches of education.

Since 1963 the CCC has been publishing, in English and French, a series of works of general interest entitled " Education in Europe ", which record the results of expert studies and intergovernmental investigations conducted within the framework of its programme. As from 1968 the English version of these works are being published by Harrap's (London), and the French version by Armand Colin (Paris). A list of these publications will be found at the end of the volume.

These works are now being supplemented by a series of " companion volumes " of a more specialised nature, including catalogues, handbooks, bibliographies etc., as well as selected reports of meetings and studies on more technical subjects. These publications, to which the present study belongs, are also listed at the end of the volume.

General Editor : The Director of Education and of Cultural and Scientific Affairs, Council of Europe, Strasbourg - France.

The opinions expressed in these studies are not to be regarded as reflecting the policy of individual governments or of the Committee of Ministers of the Council of Europe.

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[1] For complete list, see back of cover.

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PREFACE

The idea of *Sport for All* was adopted in 1966 by the CCC to describe one of its long-term objectives ; since then it has become the *leitmotiv* of the Committee for Out-of-School Education's whole programme in respect of physical education and sport, doubtless for several years to come.

The idea of *Sport for All* is of a socio-cultural nature ; it regards sport and its functions as an integral part of permanent education. A group of experts which in January 1968 sought to lay the foundations for future action in this field, placed great stress on the originality of this concept, the emergence of which is closely bound up with the changes occurring in contemporary society. *Sport for All* is a corollary of industrialisation, automation, urbanisation and the like. It expresses the new role which sport needs to assume in the dynamic society of today.

It is worth recalling some of the considerations put forward by the group of experts [1] and endorsed by the Committee for Out-of-School Education at its Session of November 1968 :

" Figures show that, in industrialised societies, lack of movement causes more illness and death than infectious diseases and cancer. This biological and medical argument alone should convince authorities and private bodies of the need to give energetic support to a *Sport for All* campaign. Such a campaign, moreover, should be financially profitable ; as several member countries have realised, it will enable substantial savings to be made in the public health and social security budgets.

But the Group regards this process of physical degeneration, however disturbing, as only one aspect of the problem. It wishes to express its sincere conviction that sport — in the sense of *Sport for All* — has something to contribute which goes far beyond the purely physical field. It believes, in fact, that sport can make an essential contribution to what it has called 'the development and expression of personality' or 'the preservation of the human element' in a mechanised civilisation.

Three aspects have almost continually thrust themselves upon the Group's attention :

— the solitude and isolation to which man is increasingly subjected ;

— the subjection of man to his environment ;

— man's need of self-expression and creativeness. Play, as an integral part of culture, opens up unsuspected opportunities of satisfying this need. "

The concept of *Sport for All* — which is quite different from the traditional conception of sport — embraces not only sport proper but also, and perhaps above all, various forms of physical activity, from spontaneous, unorganised games to a minimum of physical exercise regularly performed. This new conception of sport, which is gaining more and more influence in member countries, can help in resolving some of the main problems encountered alike by individuals and society as a whole at the present time.

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The present volume is the second in a series of Council of Europe publications on *Sport for All*, the first of which — *Sport for All : Exercise and Health*, by Professor Per-Olaf Åstrand — was published in 1969.

The aim of this second volume is to present an outline of the experience of five European countries.

The contributions of the Federal Republic of Germany, the Netherlands, Sweden and the United Kingdom, it should be noted, were drafted at the end of 1967, on the basis of a brief given by the Council of Europe Secretariat. Although the brief was identical for the four countries mentioned, the reader will observe that the reports differ substantially. These differences reflect the position as it exists in the respective countries, and accordingly no attempt has been made at standardisation.

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[1] See Doc. CCC/EES (68) 10 rev. II, *Sport for All*.

PART I

SPORT FOR ALL IN THE FEDERAL REPUBLIC OF GERMANY

The " Second Way "
a new approach to sport by the
German Sports Federation

Report submitted by Jürgen Palm
on behalf of the German Sports Federation

INTRODUCTORY REMARKS

Since 1959, the motto *Sport for All* has had a name of its own, the " Second Way " to sport. This is the term coined by the German Sports Federation *(Deutscher Sportbund)* to define its campaign to encourage all citizens who have not hitherto taken part in any kind of sport, young and old, men and women, beginners, the less robust as well as the talented, to go in for sport in their leisure time. The name " Second Way " is self-explanatory ; it sets a goal which differs from that aimed at by the usual approach to sport.

The " Second Way " campaign is carried out by the gymnastic and sports clubs and associations united in the German Sports Federation. This many-sided programme includes courses on sport open to all, national competitions, family sport, proficiency certificates and badges *(Sportabzeichen)*, fitness tests, holiday sport. It also embraces the training of instructors, development of teaching aids, trying of new games and methods, publication of books, development of equipment and facilities for leisure-time sport.

In the first few years the Second Way met with difficulties. There were obstacles of a material nature (lack of practice facilities and instructors) and difficulties caused by opposition in clubs and associations (chiefly to the idea of making provision for non-members). The hard task of providing adequate facilities and personnel was considerably eased by the German Olympic Society, who carried out a " Golden Plan " to provide training facilities, and by the German Sports Federation, who organised training courses for instructors. The resistance from within weakened when it was seen that model schemes had proved successful. Today, the Second Way is already integrated into the general sporting life of the community.

Beyond its own specific aim, the Second Way made sporting circles in general begin to reflect on the functions of sport in our modern society, and at the same time became one of the causes of the greatest quantitative development in sport the Federal Republic has known.

The German Sports Federation has acquired some 4 million new members since 1959. The percentage increase in the number of people taking part in organised sporting activities is seven times greater than the population growth (80 as compared with 11). Sport is no longer merely a hobby that is the prerogative of the young, for the number of adults alone taking part in sport rose by 1.7 million. These days people obviously keep at it longer and the older generation is much less inhibited about participating actively in sport than it used to be not very many years ago.

Nor is sport as exclusively male as it was. There is also increasing emancipation in all fields of physical training, the number of adult women going in for sport having almost doubled since 1959. Thus the biggest gap in German sporting statistics is slowly closing. In 1959 there were seven men to every woman engaging in sport. At present the ratio is already down to 4:1, and it is expected to decrease steadily to 3:1 by 1975, and to 2:1 by 1982, at the latest. These can be said to be rapid changes when seen in the light of sociological fluctuations, which take place at a far slower rate.

Via the Second Way, sport has at the same time become " younger " due to the creation of more facilities for children between the ages of two and six. The number of children taking part in organised sport is now about 135,000, almost six times as many as in 1959 (24,000).

Sport is becoming more and more popular among married couples, mothers and children, fathers and sons. Indeed, one of the aims of the Second Way is : sport for the whole family ; another : hitherto exclusive sports should be made accessible to all. A certain amount of progress has already been made in this respect. Since 1959 some 60 per cent more people play tennis, 80 per cent more have taken to yachting, 90 per cent more have joined riding clubs while the popularity of dancing is manifested in a growth of 108 per cent.

This sporting boom, this outlet for new sections of the community, was only made possible by extending the foundation on which sport flourishes, in addition to the construction of more facilities under the Golden Plan and the training of instructors. Between 1955 and 1969, the number of clubs and associations increased by more than one half from 23,000 to 38,000, and over

20,000 sections were newly established. Most of these new clubs and sections were founded in rural areas and in the newly populated areas of satellite towns and residential suburbs.

The view that the aim *Sport for All* in the sense of regular, planned and organised physical activity can only be pursued on the broad basis of thousands of institutions (i.e. clubs) has already been confirmed in these first few years.

Meanwhile, the next development phase on the Second Way has been started. The DSB now aims to cater for 10 million people according to age, sporting interests and aptitudes by the time of the Olympic Games to be held in Munich in 1972. The spread of sports activities so far achieved among broader sections of the population, despite many individual successes, is still regarded as an incomplete, though encouraging, provisional result. The stage reached in this development indicates that the German gymnastic and sports movement is well-equipped to fulfil its biological, sociological and cultural mission in modern industrial society, and that it still possesses reserves that are far from being exhausted.

CHAPTER 1

AIMS AND MOTIVATIONS

The Second Way campaign was initiated on 7 and 8 November 1959. At the Annual General Meeting of the German Sports Federation in Duisburg, the delegates of the various member associations adopted a resolution after two days of debate. The first point of that resolution reads as follows :

" The German Sports Federation welcomes the increase in leisure time resulting from economic and social development, for the sake of the personal development of the individual."

The target which German sport in all its forms set itself in the light of this particular historical and sociological situation is to be found in the fifth paragraph of the resolution. This part also contains the name under which the campaign later became known : " Side by side with the established forms of practising, training and competitive sport which characterise club and association activities, a Second Way shall be built up with the intention of fulfilling the needs of wider sections of the population for recreation, games and sport. "

The resolution even referred to some of the steps that might be taken to put this idea into practice :

(*a*) Construction of more sports facilities (point 4)

(*b*) Training opportunities for all (points 4, 6 and 7)

(*c*) Training of leaders and assistants (point 8).

The Duisburg resolution devotes greater detail to the objectives and to the nature of the task involved than to the practical implications. For instance, it states that the biological substance of the nation must be preserved. Sport is, moreover, regarded as being conductive to the fulfilment of life in the sense that it helps to complete man's personality (point 3). It states in no uncertain terms that leisure time must be free, and strictly rejects any form of regimentation, commercialisation, or monopoly of leisure-time activities. Every individual must be free to choose from an extensive and varied programme which should cater for all tastes and abilities, people of any age and of either sex, and for the most widely differing groups, such as families, groups of friends etc. (points 4, 6 and 7).

The resolution stresses that sport in its present form of organisation has not by a long way reached the limit of its expansion and that indeed a new steep upswing is to be expected. A continued expansion is predicted for sport, for "gymnastics, games and other sports are developable elements of leisure-time activity".

With the adoption of the Duisburg resolution, an important social group has set itself the task of carrying out activities beyond its own field in the interest of the broadest sections of the population. There were three main reasons for this objective :

1. the medico-biological motive
2. the sociological motive
3. the anthropological-educational motive.

The medico-biological motive had from year to year become increasingly more urgent in Germany as in other industrialised countries. With the mechanisation and rationalisation of more and more working processes and forms of leisure-time behaviour the lack of physical exercise in our society was beginning to take on ominous proportions. Professor H. Mellerowicz pointed out that, " on the basis of calculations and conservative estimates, over 10,000 million German Marks have to be spentevery year on for the most part avoidable illnesses". Two thirds of the working population become invalids on an average 12 years before they reach pensionable age. It has been established from the statistical records and millions of files of the old age pension insurance institutions that, of 1,000 hospital in-patients, 536 suffer from such illnesses as are largely caused by lack of exercise. Some of the more common of these complaints are :

— coronary insufficiency due to the effects of civilisation ;

— some forms of high blood pressure ; disturbances of the circulatory system ;

— vegetative dystonia ;

— postural damage to bones, muscles and ligaments of the spinal column, and its effects on the whole organism ;

— tendency to obesity through lack of exercise and overnourishment, as well as metabolic diseases resulting from the defective functioning of the endocrinal glands ;

— and those geriatric illnesses caused by tissue deterioration and premature deficiencies of the organs.

The internal specialist Professor H. W. Knipping concerns himself with the danger of heart ailments due to lack of exercise. " The heart ", he says, " is required by nature to be put under strain... the result of the increasing lack of exercise is a person with overtaxed mind and nerves who pays for his physical inactivity with constitutional deficiencies due to adverse effects on the cardiac and circulatory system... Basically, exercise, games and sports are not a form of treatment for these many consequences of modern civilisation but a means of restoring (our) natural (physical) conditions. "

The sociological motive for the Second Way likewise relates to a change in our way of life. Prelate Willy Bokler, the Chairman of the Second Way Working Group set up by the German Sports Federation, sees in more leisure time a transformation which will have a decisive influence on future society. The proper use of free time is becoming a problem, the answer to which will be found in sport as an excellent and never-failing occupation for leisure. Sport may be regarded as responsible for shaping those 2,500 hours of leisure time which the average citizen in the Federal Republic of Germany has at his disposal every year. We learn from a report by a well-known foundry in the Ruhr that there people worked an 84-hour week in 1912, whereas by 1962 that figure had dropped to 42 hours a week. Actual leisure time (after deducting the time for commuting, sleep, meal-times and other essential activities) was, according, to that report, 14 hours in 1912. In 1962 the employees of the same foundry had 63.5 hours at their own disposal.

Sociologists have ascertained that the quantitative increase in leisure time was accompanied by qualitative changes. Thus leisure time is regarded as an antidote to the strain of professional life. If sport is to continue to be one of the obvious leisure-time activities, it will have to take into account the individual's attitude to his free time. For, as the sociologist Professor Wurzbacher says : " In the use of his free time, the individual shows an increasing tendency to enjoy his leisure in his own individual, private way."

The third motive, the anthropological-educational one, raises the question of the place of sport in our civilisation as a whole. According to Willy Bokler's description of this conflicting relationship, there has been a tendency up to now either to overemphasis of the intellectual aspect — rationalism — or to counter-movements which overstress the physical — as in naturalism, materialism and biologism. Precisely because sport, if properly understood, contributes to the education of the maturing person, there will have to be a radical change in the attitude of education to sport : for man is now seen as an inseparable entity of body and soul. The inference from this new attitude towards the physical in the image of man is the upgrading of physical training, as well as music and the arts, in education. Thus the objective of the Second Way has been given a fundamental anthropological purpose over and above its biological and sociological motives, which will affect the entire educational system.

Under the aspect of *Sport for All*, the German gymnastic and sports movement enquired, on the one hand, into the motives behind a modern industrial society's demands on it. At the same time it also began to examine whether there were not, on the other hand, any gaps and weaknesses in its own structure.

As there are not nearly enough facilities, it is not always possible to provide opportunities for sporting activities where there is a demand for them. The propagation of sport in Germany is not finished by a long way. The three previous phases of this development (the first roughly from 1860 to 1910, the second from 1920 to 1930, and the third from 1946 to 1950) are now to be followed by a fourth.

If we look at the map from the point of view of sport, we find that there are still many areas where there is little or no sport, " white spots ", as it were. A structural examination shows five under-developed zones :

1. Some 1,000 communes in the Federal Republic with a population of over 800 have no gymnastic or sports clubs. In other words, in over a thousand localities of that size, the inhabitants have so far had no opportunity to engage in sporting activities. There is a far greater number of villages with less than 1,000 inhabitants that have no gymnastic or sports clubs. It is, however, in the larger, centrally located towns that there is a dire lack of such clubs or associations.

2. Sporting life in many villages, small towns and urban districts is one-sided. This is shown by the fact that about 50 per cent (19,000) of the present clubs only cater for one branch of sport. In view of the wide variety of human interests, they have so far only been able to provide sport for a limited section of the local population.

3. At least 33 per cent of all clubs and associations and possibly even 45 per cent, according to the statistics of the sports federation of the Rhineland-Palatinate, are for men only. This means that in 12,000 to 15,000 of them women's sports are not catered for at all. And as more than half of them are also the only clubs in their respective localities, it can be concluded that there is no female sport in approximately 8,000 communes in the Federal Republic large enough to justify it.

4. Only 21 per cent of club members carry on after the age of thirty-five, one of the main reasons being that some kinds of sport are less suited or less attractive to older people. These clubs do not provide the kinds of sport that would be in keeping with their age.

5. On the basis of surveys carried out in the Rhineland-Palatinate it has been estimated that 2,500 clubs are active in one particular season only, especially those devoted to winter sports, aquatic sports and tennis. Here it would seem advisable to introduce additional sporting activities.

The Second Way campaign launched in 1959 turned out to be the beginning of a reorientation of sport. What at that time was more or less only theory gradually penetrated into sporting life, hesitantly at first but then more insistently, and changed its pattern.

The German Sports Federation, in close co-operation with its member associations (some of whom were at first non-committal or sceptical), cautiously set about adjusting itself to these new objectives. Its first step was to set up a Working Group whose terms of reference were to develop the educational, methodical, medical and sociological demands for the practical implementation of the Federation's programme. This Working Group has so far (1967) met nineteen times. Its activities have been concentrated mainly on the following fields :

— Training of instructors,
— Advertising, public relations,
— Publication of books and other literature,
— Encouragement of academic work,
— Provision of insurance cover in collaboration with the Social Committee,
— Co-operation with representatives from the field of sports medicine,
— Development of up-to-date methods of organising sport for the masses,
— Promotion of popular sport,
— Establishment of contacts with other social groups.

The members of the Second Way Working Group are representative of the various fields of work involved. The group includes educationists, medical men, clergymen, sport scientists, women and youth representatives, a lawyer and a public relations expert. The names of the present members are :

Prelate Willy Bokler, Chairman
Prof. Gisela Bentz
Prof. Liselott Diem
Willi Greite
Grete Busch
Guido von Mengden
Hans Hansen
Pfarrer Martin Hörrmann
Dr. Johann Peter Hohneck
Günter Hein
Hans Reip

The Working Group's recommendations reach the executive body of the German Sports Federation, the Presidium, via the German Advisory Council for Sport (*Deutscher Sportbeirat*) for which the Working Group is active as *Arbeitskreis VII* (Working Group VII).

The Working Group held their first meeting on 1 June 1960. On 1 October 1960, they were given a full-time officer representing their interests at the headquarters of the DSB. Owing to the fact that the Group's work involves many different fields of activity, this appointment developed into a section in itself at DSB headquarters, as *Abteilung IV, Zweiter Weg* (Section IV, Second Way).

This section brought out a series of publications, and eight of the books that have appeared so far have attracted 500,000 buyers. It advises the member associations of the DSB and, for example, the principal communal associations on the implementation and promotion of measures in connection with the Second Way campaign. It organises model courses and conferences. One of its jobs is to design posters and other advertising media. The department evaluates sociological studies and public opinion polls. One of its practical duties is to test and develop new equipment for use in nation-wide sport and to give advice on the development of new facilities. It is also concerned with the provision of teaching aids, such as correspondence tuition for instructors and physical training teachers, series of lantern slides, and audio-visual aids. Another of its tasks is to popularise women's sport and encourage the general public to take the certificate of proficiency at sport. As the head of this section holds a lectureship at Mainz University, the link with the academic side of sport is at the same time assured.

The Working Group and the section under it have always considered it to be their task to cultivate close co-operation with the member associations of the German Sports Federation, as with all social groups who are interested or potentially interested. It became the Group's principle to act in a co-operative capacity and not to carry out any programmes on its own authority without consulting the associations but — even though it has sometimes taken longer — to seek a common plan of action with them.

At the time, only one club adopted a hostile attitude to the Second Way, but many others remained non-committal or undecided ; in spite of this, nearly all of them nominated a club-member as a Second Way representative, even at that early stage.

The theories developed by the German Sports Federation on the role of physical training in a modern society with a dearth of exercise and an abundance of leisure, were first taken up independently by the German Gymnastic Association *(Deutscher Turner-Bund)*. This association, which is the second largest member association of the DSB (with 2,121,777 members) and, by virtue of its rich traditions, ideally suited to this task, drew up in 1960 the so-called "Coburg Action Programme", which contains the following :

"We shoould set to work on the following tasks as soon as possible :

1. The establishment of more branches for working adults of either sex, including housewives.
2. The quickest possible dissemination of knowledge of how to run such branches.

3. The adaptation of the courses of the German School of Gymnastics to the first two requirements.

4. The implementation of a " Green Plan " of physical training, i.e. the establishment of new gymnastics clubs in the villages or the revival of former associations, and the development of methods of conducting gymnastic lessons in the village under ordinary conditions and the encouragement of existing clubs to render assistance in the true gymnastic spirit. "

This action programme of the German Gymnastic Association became one of the mainstays of the Second Way.

The German Football Association *(Deutscher Fussball-Bund)*, the largest member organisation in the DSB and probably the largest sports association in the world (2,722,503 members), after thoroughly studying the objectives of the Second Way campaign, gave its support and unanimously adopted the following resolution at its annual general assembly in Bad Dürkheim on 25 July 1964 :

" The German Football Association (DFB) and the *Land* and regional associations affiliated to it approve the efforts of the German Sports Federation, to encourage by means of the so-called Second Way not only competitive sport, but also physical exercise for men, women and children in the form of games and other remedial sports. The DFB and its member associations will develop their own initiatives in pursuit of this objective, thereby giving particular attention to stimulating club activities by creating new forms of training for the older members, and also for women and children. One step in this direction will be to encourage youth and adult members to try and win a sport proficiency certificate."

The *Land* sports federations (regional central sports organisations) very soon became particularly effective centres of activity, e.g. by founding new clubs and assisting others, and by training instructors and organising competitions. A number of associations representing a variety of sports (e.g. riding, skiing, dancing, roller-skating, badminton, rowing and athletics) drew up their own special programmes for the Second Way.

The concept of the Second Way has received support and appreciation from quarters outside the world of sport. The Federation of German Towns *(Deutscher Städtebund)*, a central communal organistion, declared in 1962 : " In principle the towns should in future give preferential support to such functions and other arrangements by the gymnastic and sports clubs as aim at implementing the Second Way or serve the same purpose. The following measures should come into consideration :

1. Financial aid ;
2. Planning and construction of training and leisure-time facilities ;
3. Recruitment of suitable instructors (" leisure-time helpers ") ;
4. Support for clubs in publicising the Second Way."

The Federation of German Towns confirmed that " physical training... has today become vital to our nation... The achievement of the Second Way is a genuine task of the gymnastic and sports clubs who, if they are to fulfil that task, will require support at Federal, *Land*, and commune level. "

The Presidium of the German Congress of Communes (*Gemeindetag*), which represents the interests of the smaller local authorities, adopted a resolution along those lines on 13 February 1967. " Sport ", the resolution states, " should receive greater support than hitherto in the interest of preserving the health of our citizens. For this reason assistance should be given to the German Sports Federation in their efforts to establish the Second Way in sport by which that organisation wishes to encourage also those citizens to go in for sport who are not members of sports clubs. "

The German Conference of Physicians and Surgeons (*Deutscher Ärztetag*), the top-level representative body of the medical profession, came out in support of these endeavours in 1964 and stated that " preventive medical treatment will not serve its purpose unless the people... themselves do something to preserve and cultivate their health ... In the interest of public health, it is important that the entire population should take an active part in sport ... "

The aims of the Second Way received the approval of both Christian denominations, the German Trade Unions Federation, the *Land* insurance institutions and the Federal Youth Council. In 1962 the latter drew up a resolution of its own with regard to the Second Way in which it welcomed the initiative of German sport in that campaign and explained the reasons for its approval as follows : " In modern society there is a danger that people, and especially young people, get into a rut through being confined to narrowly circumscribed functions and are not able to develop their personalities in all spheres of life ... Because of this tendency, physical education is one of the indispensable means of teaching young people of our generation how to live their lives. "

The political parties have also incorporated the promotion of the Second Way in their party programmes : " As many people as possible of all ages should be enabled to take part in physical training ... These efforts which are defined as the Second Way deserve our full support " (Social Democratic Party of Germany, 1964). — "Only the really healthy person can get a kick out of life. And sport promotes good health ... The CDU therefore supports the Second Way of the German Sports Federation. It encourages in particular sport for the whole family and for those hitherto unused to it " (Christian Democratic Union of Germany, 1964).

In view of this comprehensive analysis of sport in relation to society as a whole, the Second Way has discovered a revised and enlarged objective. In the German Sports Charter published in 1966, the DSB classified it as one of the four main branches (along with physical education at school, competitive sport, and the science of sport) into which sport is generally agreed nowadays to be divided. "Sport and physical education", says the general part of the above-mentioned Charter,

" promote the health of the individual and increase the vitality of the nation ;

contribute to the development of the personality and are essential factors in education ;

offer effective aids for community life through many and varied forms of exercise and association ;

enable people to use their leisure-time intelligently and enjoyably. "

In a section devoted specially to the Second Way, the Charter defines three basic forms of realising the aim of *Sport for All* :

" 1. Sections and groups which, regardless of standards of efficiency, give the opportunity for a wide variety of sporting activity ;

2. Courses open to everyone, also with the co-operation of clubs in conjunction with the communal sport offices and youth and adult education organisations ;

3. Popular contests (*Volkswettbewerbe*) and sport proficiency groups in which men and women of all ages can participate. "

Although the main objective of the Second Way campaign consists in adapting the 38,000 clubs and associations of the gymnastic and sports movement so that they can also function as centres providing *Sport for all,* the DSB also attaches considerable importance to the possibilities of individual sport pursued privately by millions of people independently of clubs and all forms of personal coaching. In this connection, the Federation is examining possibilities of spreading the popularity of sport still further, as well as of developing apparatus, and co-operating with television, radio and press. It suggests the use of public opinion polls to establish the nature and extent of the demand for this kind of activity.

As an example of the kind of privately pursued sporting activities on which the DSB has an encouraging influence, we would mention the national contests which by now attract a total of 150,000 participants annually in racing, walking, swimming, and cycling. Fitness tests were organised within the DSB by which anyone can test his own physical fitness. Through co-operation with the press and television such tests are becoming widely popular. Another measure is the move to have gymnastic lessons televised. At present there are three such programmes in Germany. Another field of activity of the Second Way is the testing and promotion of apparatus for training at home.

But one of the main measures extending far beyond any form of organised sport is the "German Sport Proficiency Test" *(Sportabzeichen)* campaign. The increase by 134 per cent in the course of the past seven years is no small proof of the increase that it was possible to achieve in individual participation. In conjunction with this, the German Sports Federation has propagated the European Athletics Diploma and popularised it by means of posters, literature, and co-operating with teachers and youth clubs. In 1966, 4,229 European Athletics Diploma tests were taken.

The " Golden Shoe ", a campaign calling upon everyone to take a daily walk of at least one hour, and which has attracted 200,000 enthusiasts in 1967, is an integral part of the Second Way. It goes without saying that the Second Way is also the outlet for that large category of people who look for general sports centres for games and recreation near their homes. The Second Way advocates the idea of the leisure centre and helps to develop recreation facilities suitable for the whole family.

One of the most effective means of attracting the active participation of the public in sport, is the publicity campaign conducted consistently through many different media ranging from television to information papers, which produce such slogans as :

" Keep fit ; "

" Your own Olympic Games — the Sport Proficiency Test ! "

" Sport is fun and healthy ; "

This approach has also included humorous allusions expressed in such headings as : " Pursuit of sport means cream without qualms ".

The promotion of *Sport for All* requires skilled psychological guidance. Every kind of advertisement employed for the purpose must present a picture of sport which induces people to identify themselves with it. Accordingly, this propaganda must eliminate such inhibitions as are bound to emerge through discouraging self-criticism by less talented and older persons, whereas the following factors must be brought out :

(*a*) Self-confidence in regaining vitality ;

(*b*) The natural interest that everyone has in experiencing success ;

(*c*) Emphasis on the cheerful atmosphere induced by games ;

(*d*) The common-sense appeal of good health ;

(*e*) Emphasis on the social character of sport with its abundant but not too seriously binding social contacts.

The following are some extracts from a number of advertisements (posters, prospectuses, notices, and the like) :

" Your life is at stake. No matter where you work, the advance of rationalisation and automation is ever restricting your freedom of movement... Those who use some of their free time for sport are investing capital which will keep them going all their lives." (German Trade Unions Federation, *Land* North-Rhine/Westphalia, 1960).

" Men can get more out of life if they provide for relaxation and contrast to life at work by doing more physical exercise. They get more out of life, they stay agile longer, they are not so susceptible to illness, they can achieve more. — Career women and housewives alike get more out of life if they forget their daily worries in gymnastics and cheerful games — they can do more for life, their families, their jobs, for their well-being, because they have a source of ever new vitality ! " (Advertisement leaflet issued by the German Gymnastic Federation, 1966).

In spite of its grave seriousness, event the campaign against coronary insufficiency can be given an amusing turn :

" Please give to me a job with chair !
To toil and sweat I do not care ;
Such habits are not to my taste,
They spoil my comfort — and are pure waste !
Walking simply wears me down,

My foot works the pedals — don't get me wrong
In my car, of course, for I must say
My cycling days are far away.
An evening stroll ? Oh, what a bore !
I like television so very much more,
It stimulates without hard work !
Such views, the doctor will agree,
Are not the ones for you and me :
If you want to live the proper span
Then practise sport as best you can.
Heart and circulation you'll thus save
And not land — thud ! — in an early grave ! " (Advertisement by a club in Essen)

" What is the purpose of all this ? " is the question that the Hamburg Sports Federation asks in a brochure, and gives the answer " To put it quite bluntly, the aim is to counteract the dangers of civilisation and lack of exercise. That sound really grim, doesn't it. But it isn't. Games and sport for everyone is a source of enjoyment and entertainment ; they are forms of exercise which are not intended as preparation for competitions or for bringing off some special feat. "

CHAPTER 2

WAYS AND MEANS

The work being done by the Second Way consists primarily in analysing the question of how to remove the inhibitions and impediments which keep so many people away from sport. In the experience of the DSB it has been proved that the intangible inhibitions rooted in a preconceived idea of sport and an inferiority complex with regard to the individual's own athletic ability have at least as great an influence on sporting inactivity as material impedients. We shall come back to this subject in the part of the present report dealing with the motives of the public at large. In this connection, it should be pointed out that the methods adopted in organising *Sport for All* have to provide for the elimination of inhibitions on the part of potential participants. Resistance will be overcome in proportion to the measure of success achieved in meeting the needs of wide sections of the population as to choice of physical activity, intensity, method of presentation, and its effectiveness. This means that the existing forms of organisation, methods, activity programmes, apparatus, locations and facilities for practice, degree of strain, standards of performance, and much more, must be investigated in order to establish whether those requirements are fulfilled. If that is not the case, an attempt will have to be made to reorganise them accordingly. Furthermore, serious efforts must be made to find new methods, games, apparatus, facilities, forms of activity and programmes.

If the task is approached with this end in view, it soon becomes plain that sport as a field of experiment for finding new ways of physical training is extremely versatile, adaptable and capable of development. For instance, a relatively minor modification of the equipment und rules of a particular form of sport can much more readily succeed in adapting it to the special needs of leisure-time sport. An example of this is football for men over 40 and 50 years of age played on a pitch smaller than the normal football field, indoors, with a shorter playing time, substitutes, simplified rules, and a special ball (mini-ball). The use of the mini-ball serves to show how overstrain, risk of injury, and failure can be obviated if requirements are properly attended to.

In the following paragraphs we describe some of the experiences gained in the way of measures of reorganisation and readjustment in four fields of gymnastic and sport planning, viz. organisation, applied methods, instructors, facilities and apparatus.

NEWS FORMS OF ORGANISATION

A significant number of newly established *Sport for All* groups make use of an old and tried organisational method, viz. the section. Clubs have always been divided up into sections devoted to some particular type of sport and comprising a fairly constant number of participants. These sections undertook, and undertake, the work of preparation for contests and sports meetings. Thus, the traditional club section is largely a functional institution for training in some particular form of sport. This kind of arrangement was therefore assumed to be unsuitable for the Second Way. It seemed too complicated to try and assimilate new members into a group of experienced sportsmen who had already established a certain concrete social relationship with each other.

The section has, nevertheless, been adopted as an appropriate organisational form for the Second Way. This was possible because here the section's main purpose up to then, viz. preparatory training, was dropped, and replaced by the aim of providing opportunities for everyone to practise and take part in games — on the basis of average ability, so that the unskilled and less robust can be catered for just as well as the advanced member. According to special statistics which the Rhineland-Palatinate Sports Federation has been first to submit, it is reckoned that more than two thirds of all the German gymnastic and sports clubs (more than 25,000) feature such sections which, by virtue of their membership and programmes, serve the purpose of the Second Way. Sections of this kind under the Second Way campaign include :

- Sections for housewives and working women ;
- Gymnastic sections for men ;
- Sport proficiency tests sections ;
- Family sections ;
- Children's sections ;
- Mother-and-child sections ;
- General fitness sections.

The second form of organisation we call the course. For the purposes of the Second Way it has become the answer to a special problem. This problem lies in the fact that most people who take up sport for the first time need some time to

(*a*) acquire sufficient mastery of the sport ;

(*b*) reach a minimum level of physical fitness, and

(*c*) gain enough experience by which to judge whether the sport in question would give them long-term satisfaction.

In other words, the task is to provide for that in-between group who can no longer be regarded as outsiders but do not have the experience or ability necessary for permanent commitment. We feel that the course is the most suitable solution for this group, and here we can draw on the experience gained both in physical training and in adult education.

The course holds quite a number of advantages as a means of attaining the goal of *Sport for All.* For instance, there are relatively few social obligations attached to it, it is homogeneous, it has a definite time-limit, and the stress is on the subject of the course.

The person who is new to the sport and joins a course is from the outset less inhibited because he is not mixing with experienced, proficient sportsmen but with people who are in much the same position as himself. Nor does he need to join the club which is running the course. All that he is expected to do is pay the fee. This objective relationship with the club is also attractive to the person who wants to play sport for sport's sake and has no interest in the club's social activities. For sports teachers and instructors it is much easier to run a course. If a course lasts three months, for instance, the instructor can plan it systematically so that the demands made on the participants and the degree of difficulty of the various stages are increased gradually. At no stage is either too little or too much strain placed on the individual. There is no unnecessary repetition by the instructor, as the courses are progressive.

At first the course as a principle of organisation was something new to the clubs. But after the first few model experiments had been carried out, the idea began to catch on and the course became a successful part of the basic organisation. One of these models was the sports club *VfL Sindelfingen 1892.* Apart from its usual activities in the various sections, it also organises a programme of courses which includes :

- Gymnastics and games for men (2 courses) ;
- Swimming instruction for non-swimmers (2 courses) ;
- Stimming instruction for beginners (1 course) ;
- Swimming instruction for children (2 courses) ;
- Gymnastics for mothers and children (2 courses) ;
- Gymnastics for women (2 courses) ;
- *Medau* gymnastics (a form of eurythmics) ;
- Family sport (1 course).

The club has about 450 people taking part in these courses, a large proportion of whom join the club's various sections at the end of their course. Participants have to pay for the course (*VfL Sindelfingen*, for instance, charge a quarterly fee of DM 9, —), and from this source of revenue the club can engage the services of appropriately qualified sports and gymnastic teachers and instructors.

Courses can be organised for any kind of sport. Thus, as part of the Second Way campaign, a large number of clubs run courses in judo, tennis, riding, skiing, swimming, rowing, fencing. and other sports.

By applying the experience gained from these model courses at club level on a wider scale we arrive at the next organisational solution developed in the course of Second Way activities, namely the institution of a system of local courses. The demand for physical exercise in any town is so heavy and varied that it cannot be met by the individual clubs and associations by themselves. Nor can it be met by the local authorities, since it is outside their competence and they lack the material resources. For this reason the DSB announced in 1962 that it was prepared to develop a model system in which the local clubs and municipal authorities could combine their efforts. This model was created in Ulm and has since been copied in may parts of the Federal Republic. It is based on the principle that the local clubs pool the courses they have arranged individually, thus providing a wide choice of 50, 100, or even 200 different courses for every day of the week and in all parts of the town. The local authorities help by advertising the courses, providing grants to pay for instructors, issuing course tickets, and opening information offices. All participants receive a uniform ticket which indicates which clubs are running the courses.

In the south German town of Ulm roughly 100 single course sessions were given in 1967. Among other things, they included swimming, dinghy sailing, hockey, gliding, gymnastics with and without apparatus, games, boxing, table-tennis, shooting, judo, athletics. Ulm has started a " bright-and early " gymnastic course, the cost of which includes breakfast after each session.

The Essen programme accounted for 179 sessions in 1966. Under the motto : " Come and join us, everybody welcome " various courses are offered for men, women, children, boys, girls, mother and child, married couples, early risers, and those who go out to work. In Essen, where, inter alia, club instructors are trained and awarded certificates, new experiments such as the recreational course for mothers and sport as a means of rehabilitation have been successfully completed.

Approximately 100 course sessions were also given in Frankfurt under the joint programme arranged by the various local associations and the municipal sports office *(Sportamt)*. This programme places the accent on sport for the whole family, with the result that half of the sessions offered are attended by married couples.

Ulm, Essen and Frankfurt are large towns, as are Hamburg, Münster, Trier, Offenbach and Tübingen. But this does not mean to say that such Second Way programmes of courses cannot be organised in smaller towns. Two examples worth mentioning are Boll (Württemberg) and Osterode (Harz). In Boll, which has a population of only 3,000, the local clubs formed a " Local Permanent Committee for Leisure-Time Activities and Recreation " which co-ordinated Second Way sport and organised the following courses :

1. Rhythmic and remedial gymnastics for girls and women up to the age of 25
2. Rhythmic and remedial gymnastics for women over 25
3. Preparatory courses leading to the proficiency test
4. Remedial sport
5. Swimming for men and women
6. Gymnastics for mother and child.

Osterode in the Harz mountains, a town of 18,000 inhabitants, sets what almost amounts to a record in the number of Second Way courses it has to offer, a weekly number of 67 different training possibilities catering for all tastes. Some of these are volleyball, small scale games, table-tennis, trampoline exercises, football, basketball, bowling, gymnastics with and without apparatus, judo, handball, weightlifting, riding, athletics, shooting, fencing and swimming for beginners.

In concluding this survey of individual club courses and local pool courses as means of organising Second Way activities, it is interesting to quote Professor Gerhard Wurzbacher, who in 1962 recommended these two methods on sociological grounds : " In planning such a scheme as the

Second Way ", says Professor Wurzbacher, " it should be borne in mind that a high percentage of Germans are willing or able to commit themselves only in part and for a short time to sporting activities. Such people would only be a burden on the clubs. In order to cater for them a greater effort will be required to develop a variety of short training periods, ranging from the activities organised as part of the 'Open Door' experiment to the more protracted, more binding preparatory courses for proficiency tests... life-saving courses, courses for expectant mathers, for mothers with young children, and for old people... Even a committee of this kind would need to have the structure and freedom of a club... then it would no doubt be necessary to create a special institution for the purposes of the Second Way, a kind of 'recreation league', for instance, comprising representatives of the gymnastic and sports clubs, the local authorities, the town or district youth associations, the Church, institutions of adult education, the trade unions, and others."

In comparison with the above-mentioned forms of organisation, another one has lost its significance, namely, the so-called " Open Door " experiment, the aim of which was to keep sports facilities open to all for their own private training. This met with only slight success. The opportunity to train on a sports ground without the attention of an instructor and without any other incentives proved less attractive than had been hoped. For one thing, most sports grounds are built for use by groups comprising a fixed number of individuals (e.g. a football team with 11 players). Those who wish to make use of a sports ground and its facilities must also be familiar with the sport and have a mastery of the necessary skills. On the other hand, this " Open Door " principle is ideal for swimming baths, skiing areas, tennis courts, volleyball, indiaca courts, boccia alleys etc.

The family can be regarded as the smallest group for whom sporting activities have to be organised. There will of course hardly ever be a place for family groups in the field of competitive sport (except perhaps in the mixed doubles at tennis), whereas the Second Way provides plenty of scope for them. Until recently the family unit played a relatively minor part in sport. The husband, wife and children were usually engaged in separate club activities at different times, so that their joint participation in one kind of sport was an exception. Happily, however, such joint activities have been on the increase since the inception of the Second Way. In 1967 there were in the Federal Republic about 3,000 club sections for families and married couples. In Hamburg and Frankfurt, for example, practically half of the courses and group activities are intended for families. Some of the most popular ones are " gymnastics for mother and child ", " sport for father and son ", sport for married couples, and dancing. Not least as a result of the growing popularity of tournament dancing, the German Association of Dancing Clubs (*Deutscher Tanzsportverband)* has increased its membership by 108 per cent.

In 1963, a *Volkswettbewerb,* or mass competition, was held which has since captured the public's imagination and developed into a regular movement, indeed, a sparate branch within the organisational structure of the Second Way. These competitions usually take the form of endurance tests in cross-country running, walking, swimming and, the latest one, cycling. Hundreds or even thousands can compete at the same time in their different age-groups. The main feature of these competitions is that everybody who completes the course within a certain time-limit (e.g. 10 km race, men, aged 30, 50 minutes) wins a prize. The competitions are open to all and are not held at sports grounds but in woods (cross-country, walking, skiing), in lakes (swimming) and on the roads (cycling).

Volkswettbewerbe can be run anywhere ; in villages, like Frickenhausen, or in cities, e.g. in Berlin. Every year since 1964 the number of competitors in all age-groups and of both sexes in the cross-country races has doubled, as the following table indicates :

1963	1 race	1,600 competitors
1964	10 races	18,000 competitors
1965	19 races	31,400 competitors
1966	39 races	65,100 competitors
1967	80 races	approx. 150,000 competitors

An original type of walking competition is the one organised under the name of the " Golden Shoe". The rules are simple. Each particitant is charged DM 0.40 to cover expenses and is sent a booklet by post. In its columns he enters the duration of his daily walks. Anyone who runs up a total of 100 hours' walking time in a period of twelve months gets a bronze badge, 200 hours are worth a silver badge, and 300 hours a gold. The badges are of course in the form of a shoe. The initiator of the "Golden Shoe" and of the foundation, "Walking", is Dr. Georg von Opel, President of the German Olympic Society and member of the International Olympic Committee. His idea fits in ideally with the aims of the Second Way, for anybody can go for a walk without any expense.

The District Gymnastic and Sports Association of Celle developed a model of its own which was widely adopted in Lower Saxony. Celle organises one walking and one swimming competition each year. The walking competition comprises six annual races over a course of 15 or 10 km. A bronze badge is awarded to those who walk a total distance of at least 60 km, a silver badge to those who cover 75 km, and a gold badge to those who walk at least 90 km. In the swimming competition, 60 minutes' swimming a month with at least 10 minutes' continuous swimming on one day, is considered the basic average. The bronze badge is awarded for 180, the silver for 270, and the gold for 360 minutes' total swimming time.

A special form of competition for the masses are the so-called " open events ", which have branched off from the *Volkswettbewerbe* because, owing to the nature of the sport, not so many competitors can be accepted. These include, for instance, bowling for all, badminton tournaments for all, the " Father and Son " football tournament, and the open table-tennis tournament etc., the idea having been borrowed from the " Nuremberg Festival of Sport ", which was organised for publicity purposes from 23 June to 16 July 1967. The programme included the following "open events" : badminton, billards, bowls, fist-ball, flying, nine-pin bowling, athletics, miniature golf, motoring, cycling, shooting, table-tennis etc.

Finally, " performance tests for all " is the name given to another section of the organisational structure. These are tests of general or special sporting aptitude and performance which anybody can take, and which are adapted to a variety of age-groups and both sexes.

The principal performance test is the German Sport Proficiency Test which was introduced in 1913 directly under the auspices of the German Sports Federation. The Federation regard it as a traditional fitness test for anybody. The rising numbers of these tests taken each year confirm their growing popularity. Whereas 81,813 badges were awarded in 1959, the number in 1966 was 191,691, an increase of 134 per cent.

1964 was declared " *Sportabzeichenjahr* ", and a public announcement by the DSB, followed by a nation-wide publicity campaign supported by press, radio and television, brought an increase in that year of 60 per cent in the number of proficiency badges awarded.

Advertising has so far included 200,000 booklets costing DM 1 each (title : *Fit sein — Sportabzeichen),* 100,000 posters, 476 advertisements in daily newspapers and in 70 cinemas, and an itinerant exhibition in 19 towns.

In spite of this growing popularity, however, the surface has only just been broken. Today, in theory, 380,000 of these proficiency badges would be awarded (as compared with the 191,691 actually won) if the proportion of successful entrants was ligh in all the federal *Länder* as it is in Schleswig-Holstein. Although a survey carried out by the EMNID Institute indicated that 64 per cent of the population know what the *Sportabzeichen* is, only 0.24 per cent of the adult population and 1.9 per cent of the younger generation have so far obtained one. Thus, there is still a big reserve of potential *Sportabzeichen* material.

In promoting this campaign, it has been found that the most effective measures have been those extending beyond the scope of normal sports organisation and carried out hand in hand with authoritative bodies representing various sectors of society. Worthy of special mention is the cooperation between the DSB and the *Land* ministries of education, by which school-children have been encouraged to go in for the European Athletics Diploma. And with the support of the regional social insurance institutions young people starting to work have been given the " Sport Proficiency Test Handbook ". The German Sports Federation and the *Land* sports federations also received the assistance of both Christian Churches, the chambers of industry and commerce, top-level communal associations, and the youth associations. Press and television have done a lot to popularise the *Sportabzeichen*, especially by reporting on the tests taken by public figures (bishops, ministers, artists, former Olympic Games competitors etc.).

The German Sports Federation are at present working on plans for making the *Sportabzeichen* even more attractive by simplifying examination procedures and increasing the number of tests by which to qualify for a proficiency badge, but without altering their sporting nature. The campaign has been incorporated in the plans for the 1972 Olympic Games. The idea is to present it as a kind of " Olympic Programme For All ", thus appealing to the whole population to take up sport and at the same time advertising the Olympic Games in our own country.

Apart from the *Sportabzeichen*, there are a large number of other performance tests which anybody can go in for without having to be a member of a club. Those who pass receive an award, usually a certificate and lapel badge. These " performance tests for all " are set by the associations indicated below :

Award	*Association*
Mehrkampfabzeichen (proficiency in several athletic events)	*Deutscher Leichtathletik-Verband* (German Athletic Association)
Jugendsportschild (youth sport shield)	*Deutsche Jugendkraft* (German Youth Sports Organisation)
Freischwimmerzeugnis (elementary swimming certificate)	*Deutsche Lebensrettungs-Gesellschaft* (German Life-Saving Society)
Fahrtenschwimmerzeugnis (advanced swimming certificate)	*Deutsche Lebensrettungs-Gesellschaft*
Grundschein (basic life-saving certificate)	*Deutsche Lebensrettungs-Gesellschaft*
Leistungsschein (proficiency certificate)	*Deutsche Lebensrettungs-Gesellschaft*
Lehrschein (instructor's certificate)	*Deutsche Lebensrettungs-Gesellschaft*
Schüler-Leistungsabzeichen (schoolboys' proficiency badge)	*Deutscher Schwimmverband* (German Swimming Association)
Deutsches Tauchsportabzeichen (skin-diving badge)	*Verband deutscher Sporttaucher* (Association of German Skin Divers)
Jugendtourenabzeichen (youth long-distance proficiency badge)	*Deutscher Skiverband* (German Skiing Association)
Leistungsabzeichen für Skilauf (badge for proficiency at skiing)	*Deutscher Skiverband*
Deutsches Radsportabzeichen (cycling badge)	*Bund Deutscher Radfahrer* (Association of German Cyclists)
Jugendleistungsabzeichen (youth proficiency badge)	*Bund Deutscher Radfahrer*
Deutsches Reiterabzeichen (equestrian badge)	*Hauptverband für Zucht und Prüfung deutscher Pferde* (Central Association for the Breeding and Testing of German Horses)
Deutsches Fahrerabzeichen (drivers' badge)	*Hauptverband für Zucht und Prüfung deutscher Pferde*
Deutsches Jugend-Reiter-Abzeichen (young riders' badge)	*Hauptverband für Zucht und Prüfung deutscher Pferde*
Deutsches Jugend-Fahrer-Abzeichen (young drivers' badge)	*Hauptverband für Zucht und Prüfung deutscher Pferde*
Deutsches Schiessportabzeichen (shooting badge)	*Deutscher Schützenbund* (German Marksmen's Association)

APPLIED METHODS

There is hardly any sport that cannot be modified according to the age and ability of any particular group and whose standards cannot be appropriately lowered to meet the needs of those who take up sport via the Second Way. To this extent the kinds of sports and games organised under the Second Way are the same as those in competitive sport, or variations thereof. Nor is there any form of physical exercise whether in theory or in practice, which would not be compatible with the Second Way if appropriately modified. The sole criterion for the suitability of a sport is whether the methods of teaching it are flexible enough to be applied to persons whose motives for participating and whose standards are quite different from those who go in for competitive sport.

Furthermore, new ways of applying old methods were developed. The Second Way became a sort of field for experiment. There emerged new kinds of exercises and movements, new games became more popular and new equipment was tried out.

These new exercises and training methods include circuit training for all, rhythmic training, interval-circuit training and " build-up " (*Aufbau*) training.

Circuit training for all consists in a programme of exercises in which up to 60 people can take part simultaneously. On each of 8 - 15 pieces of equipment (medicine balls, mats, benches, bars, poles, skipping-ropes etc.) exercises are done for brief periods of, say, 30 seconds, with 60-second intervals. The training session is preceded by warming-up exercises. Both weak and strong performers can use the equipment at the same time, as each participant can repeat the exercise as often as he pleases and decide the length of the intervals. Circuit training can also be arranged for men and women simultaneously by varying the procedure accordingly.

Rhythmic training is basically a new form of the old-fashioned gym lesson with piano music adapted to modern technical developments. A tape-recorder with amplifier and loudspeakers is installed in the gymnasium or taken there for the duration of the lesson. The instructor plays a 30-minute tape of rhythmic, modern dance music, each type of dance having a strict tempo (e.g. samba 32, old-fashioned waltz 30, quickstep 50). Up to 60 people can join in the lesson and do the exercises with the instructor, who stands where he can be clearly seen by all. As the participants do not know the exercises beforehand, only simple and effective movements are chosen which they can immediately imitate. About a third of the lesson (10 minutes) is spent on walking and running exercises to music, and the rest of the time (20 minutes) on strengthening, stretching exercises and limbering-up to music with constantly changing tempo. Characteristic of these lessons is the cheerful atmosphere evoked among the participants by the music. Even older people enjoy this form of gymnastics.

The interval circuit combines the principles of interval training and circuit training. The equipment is arranged in a circle in the gymnasium with a running space on the outside. After the exercise on one piece of equipment (e.g. press-ups on the bench) has been repeated as often as desired, the participant proceeds round the gymnasium, walking or running, as he pleases, until, having completed the circle, he reaches the next piece of apparatus. This method of training can be varied according to the stamina of the participants, e.g. between the two extremes of constantly running from one piece of apparatus to the next and walking slowly. The exercise on each piece of equipment may be repeated five or forty times, depending on the individual's fitness. The change from stationary exercise to running in the interval acts as a mental and physical stimulant.

In the " build-up " training sessions the basic exercises and the aims of the gymnastics programme remain constant (for instance, there may be eight basic exercises), but as the course progresses they are (*a*) performed more frequently and (*b*) gradually rendered more difficult by varying in fixed stages the position and nature of the support exercises. An example of this is the press-up to strengthen arms and shoulders. It is first performed five times in the easier position on all fours and, after six months' practice, gradually culminates in the demanding exercise of quickly lifting both hands from the ground from the normal press-up position, touching the chest, and replacing the hands on the ground.

It is not easy to find new games and equipment because, as mentioned earlier, there is already such a wide variety available. There are, however, a few which have established themselves in Second Way courses. Some examples are Indiaca, mini-football, *Prelltennis,* mini-hockey, *Hallen-Bosseln* and *Speckbrett.*

Indiaca is a game played with a shuttlecock of about twice the normal size that may only be struck with the hand It is equally suited to recreational and tournament play.

The mini-football is smaller than the normal size and intended for indoor football. It has a special layer of material between the case and the bladder which slightly reduces its bounce, thus making allowance for the ability of Second Way participants. The ball "reacts" more slowly, therefore greatly reducing the risk of accident or damage to walls and windows in the gymnasium.

Mini-hockey has been imported from the United States. The sticks are made of plastic material and the ball is also constructed in such a way as to retard its flight. The game is suitable for both indoor and outdoor play, and its simple rules and the wider surface of the stick make it easier to master.

Prelltennis (" rebound " tennis) was developed to enable as many pairs as possible to play a fast game all at the same time in a relatively small space. The idea is to strike the suspended ball back and forth in a circle with a diameter of one metre. Its main attraction is that the ball can fly back from any angle in any direction.

Hallen-Bosseln is an indoor form of curling. The " curling stones ", although made of wood, are quite heavy and have a wide, round, bottom surface made of a special brush-like material. *Hallen-Bosseln* is played between two teams indoors and the aim is to get as near as possible to a cube-shaped piece of wood and at the same time tothwart the opponents' attempts to do the same.

The *Speckbrettspiel* ("chopping-board" tennis) comes from Münster in Westphalia. Revived as a traditional local game, it was taught in model courses organised as part of the Second Way campaign and thus spread to other parts of the Federal Republic. The equipment required is a tennis-ball and a wooden board (similar in shape to the one used as a chopping-board in the kitchen, hence the name " *Speckbrett* ". The court is usually 20.35 m × 8 m with a net about a yard high. A different size of court may of course be used, but as relatively little space is required it is suitable both indoors and outdoors. As in ordinary tennis, one can play singles, doubles or mixed doubles.

Sports outfitters offer a wide variety of apparatus and equipment for private gymnastics in the home. Not all of these articles, which are made out to be beneficial to health, are really worthy of this distinction. As a guide to the public in choosing such equipment, the Second Way section at DSB headquarters has begun testing apparatus intended for sport in the home and prepares expert opinions on their fitness for use.

INSTRUCTORS

At the present time there are about 500,000 people giving their services on a honorary basis in the German sports and gymnastic movement. Most of them act as instructors.

With the constantly increasing membership, and the overcrowded training sessions in the clubs and courses for the Second Way, that figure is, however, no longer adequate. The shortage of instructors is every bit as serious a problem for the propagation of sport as the shortage of sports facilities.

In order to work out exactly the extent of the additional personnel requirements for sport, the German Sports Federation conducted an opinion poll in 1962. The associations were asked how many class-sessions a year were without leaders.

The average shortage of instructors in each club showed the following picture :

— Clubs with not more than 100 members lacked instructors for 132 sessions ;

— Clubs with not more than 200 members lacked instructors for 196 sessions ;
— Clubs with not more than 500 members lacked instructors for 344 sessions ;
— Clubs with not more than 1,000 members lacked instructors for 476 sessions ;
— Clubs with more than 1,000 members lacked instructors for 624 sessions.

In this connection is was assumed that a part-time instructor takes on an average six sessions a for German sport for 6,144,360 training sessions.

Furthermore, this only reflects the particular demand for 1962. That figure could not possibly remain stationary at 6,000,000 when we take into account the annual increase in the number of members and other participants. In 1962 the potential annual increase was reckoned to be at least 1,000,000 for the years immediately following. To practise sport under proper supervision they would require a total of 2,700,000 training periods annually. Adding both these figures we arrive at a lack of instructors for 8,844,360 sessions seen from the perspective of 1962. (As it turned out, this estimate of the rate of increase was too modest, for the membership figure has risen to 2,300,000 within a space of five years.)

This statistical evidence of a grave shortage gave the impetus for a new project, viz. the training of part-time instructors and of full-time club coaches.

The 1962 survey also provided a basis for estimating the number of people to be trained. In this connection it was assumed that a part-time instructor takes on an average six sessions a week, i.e. 300 per year. The full-time instructors could be expected to give 1,200 periods of instruction annually. The additional shortage was calculated on the basis of these figures. It amounted to :

14,652 part-time instructors and
1,457 full-time instructors.

These investigations produced the expected result. There were now statistically substantiated findings on which to base long-term planning. The instructor question gave rise to the introduction of comprehensive measures in all the individual *Land* sports federations and in most of the specialised federations. Certain prerequisites had to be established for the training of instructors as well as their appointment and remuneration. They were :

(*a*) Directives to be applied uniformly throughout the entire Federal Republic,
(*b*) Subsidies for training measures,
(*c*) Subsidies for the appointment of part-time instructors in the clubs.

In consultation with its member associations, the DSB elaborated " General Directives for the Uniform Training, Examination, and Remuneration of Part-time Instructors throughout the DSB Area ". These directives were unanimously passed in 1966 by the principal committee of the DSB.

The following are some of the provisions of those general directives :

" II. The duration of the training shall be not less than 120 hours. A limited part of the theoretical instruction may be conducted by correspondence (instruction by letter). Examinations in special subjects such as First Aid shall also be officially recognised.

Training shall culminate in an examination. The minimum age for admission as a candidate shall be 18 years.

III. Syllabus

A. Basic training (with particular emphasis on all-round training) :

Practical exercises : body-building and movement control with and without apparatus, running, jumping, throwing, apparatus and floor exercises, swimming and games — all with a view to achieving the aims of the Second Way.

B. Specialist training : Training in accordance with the rules laid down by the relevant associations.

C. Theory :

(*a*) Principles of theory and practice ;

(*b*) Introduction to youth work and leadership ;
(*c*) Problems and measures of the Second Way ;
(*d*) Questions of sport medicine (hygiene, first aid) ;
(*e*) Legal questions (supervision, responsibility, liability) ;
(*f*) Planning and tasks of gymnastic and sport organisation.

IV. Examination

A. Practical Examination Tests to show personal attainment in all-round and specialist training. Candidates should have passed the sport proficiency test.

B. Teaching Examination

The teaching examination includes one task each in all-round and special training, the all-round task being adapted to a particular age-group among the " pupils ", their training requirements, and particular environmental conditions.

C. Written Examination

The written part, under examination conditions, should always refer to practical instructional activity, and comprise several questions.

D. Oral Examination

The oral examination also covers mainly questions in connection with the practical aspects of the instructor's functions ; questions of supervision, and responsibility and liability should also be dealt with.

The fifth section of the general directives deals with the question of the instructor's licence. This licence is issued as a certificate valid for a period of five years throughout the Federal Republic. It is extended only if the holder produces evidence within that time that he has had at least twenty hours further training.

Instructors who hold a valid licence in accordance with these directives are entitled to receive a fee for their club work. At the present time, instructors get an average of DM 6 an hour.

What are the total funds necessary for such an instructors' programme ? Again we take as our point of departure the year 1962. On that basis, the remuneration for the appropriate number of certificated instructors and sports teachers would amount to an annual total of DM 47,980,000.

Analagous to the division of costs as developed under the Golden Plan for the construction of sports facilities, the German Sports Federation suggested that the costs should be divided up into three parts : the club 1/3, local authority 1/3, *Land* 1/3. In practice it has turned out to be a division of remuneration costs between club and *Land*.

By the end of 1967 there were more than 20,000 licensed instructors. Their training took place mostly in 22 sports colleges of the *Land* sports federations and special sports associations.

In most federal *Länder*, in response to the appeal in 1962 by the German Sports Federation, funds are ear-marked in the government budget for the training and appointment of instructors. The *Land* sports federations administer the funds made available. The size of the funds provided by the *Länder* vary according to their structures. The total of all these funds is quite considerable. For instance, *Land* North Rhein/Westphalia provides a subsidy of DM 4,500,000 a year for the clubs assistance programme. The Rhineland-Palatinate provides DM 2,250,000 for the same purpose and the *Land* Sports Federation of Hesse receives an annual amount of DM 7,000,000 for that region from the *Land* treasury. Among the *Länder* sports federations a procedure was developed for having club applications examined by a committee of experts in order to ensure a fair and effective allocation of *Land* subsidies.

The training of part-time instructors is, however, not the only measure to relieve the shortage of personnel. Another one is the one-year period of training with a final state examination. The training course aims at turning out free-lance sports instructors (e. g. for clubs and associations). A prototype of such a course was included in the German Sports Federation's programme and put into practice at the German College of Physical Education (*Deutsche Sport-*

hochschule) in Cologne, with the aim of qualifying sports instructors to take leisure-time sporting activities. Other one-year courses are held at the following institutions :

Deutsche Turnschule (German College of Gymnastics), Frankfurt ;

Hochschulinstitut für Leibeserziehung (University Institute of Physical Education), Mainz ;

Bayerische Sportakademie (Bavarian Sports Academy), Munich ;

Staatliche Sportschule des Saarlandes (State College of Sport for the Saarland), Saarbrücken ;

Sportschule Malente (Malente College of Sport), Schleswig-Holstein ;

Jugend- und Sportleiterschule (College for Youth Leaders and Sports Instructors), Nellingen-Ruit ;

Sportschule Tailfingen (Tailfingen College of Sport) ;

Sportschule Schöneck (Schöneck College of Sport) ;

Sportschule Steinbach (Steinbach College of Sport).

We should like to call particular attention to the training of state-recognised sports instructors specially qualified for leisure-time sport which has now been carried out five times at the *Deutsche Sporthochschule*. Most impressive was the ability and enthusiasm of the participants, who require to be at least 20 years of age, have completed some course of occupational training, and have fairly long experience as youth or sport-group leaders. A future problem attached to this form of training is still the fact that owing to the great shortage of games masters in the schools, a considerable number of sports instructors thus trained take up their main employment in the schools. A way is therefore being sought of arranging their work so that they can be available for both school and leisure-time activities.

At the present time 300 free-lance sports teachers are being trained in this or in a similar manner annually at the various institutes mentioned above.

FACILITIES AND APPARATUS

If sport is to become more widespread, adequate practice facilities will be absolutely essential. This problem was all the greater when the Second Way campaign was launched, for at that time the shortage of gymnasia, sports grounds and other facilities caused by the war had not nearly been rectified.

The " Golden Plan ", proclaimed by the German Olympic Society in 1959 a few months before the birth of the Second Way, therefore went hand in hand with the latter.

The Golden Plan for the construction of sports facilities in Germany sought the answer to three questions :

1. How many square metres of the various types of sports facilities is every citizen entitled to ?
2. How great is the shortage of sports facilities ?
3. How, over what period of time, and by whom, would the money needed to build the missing sports facilities be found ?

Once the per capita area had been established it was then a matter of working out the extent of the shortage. When the Golden Plan was introduced in 1959 the situation for the Federal Republic and Berlin was as follows :

31,000 children's playgrounds ;
14,700 sports grounds ;
10,400 gymnastic and sports halls ;
5,500 gymnasia ;
2,625 swimming-baths for instruction purposes ;
2,420 open-air swimming-pools ;
435 indoor swimming-pools.

The Golden Plan submitted a proposal for financing this building programme over a period of fifteen years, the costs to be shared by the Federal Republic, the *Länder* and the local authorities. The public realised the urgency of this effort. The Federation, *Länder* and local authorities promised their participation, and the interim result [illegible] first five years (1961-1965) indicated that the shortage would be made up according the schedule. With about one third of all projects planned for completion over fifteen years the estimate was almost exactly achieved. The following facilities were built between 1961 and 1965 :

4,636 sports grounds (31.6 %) ;
5,041 gymnasia (31.7 %) ;
494 open-air swimming-pools (20.4 %) ;
140 indoor swimming-pools (32.2 %) ;
604 swimming-baths for instruction purpose (23 %).

(It was not possible to ascertain the number of children's playgrounds, but the signs are that the schedule will be met.)

The provision of a sufficient number of facilities is one side of the increased demand started off by Second Way campaign. The other side of the problem is the establishment of new types of facilities, with more emphasis being placed on the community's leisure-time requirements.

The first of these new types is the " leisure-time centre ". The idea of establishing these centres came in 1964 from the Working Group on Leisure-Time and Recreation (AGFE), of which the German Sports Federation was a co-founder, and with which it has particularly close relations precisely through the Second Way movement. The group comprises representatives of the German Sports Federation and the German Olympic Society, as well as of the Christian Churches, the trade unions, the top level communal associations, the German Federal Youth League and the Association of German Choral Unions. The AGFE proposed that instead of building separate centres of leisure-time activity as in the past, various activities should be integrated in one establishment. The smallest type would be a leisure-time house with ancillary installations linked for practical purposes with a school serving several surrounding districts (*Mittelpunktschule*). The larger type would be the centre serving a whole urban district. The interior and exterior facilities of the centre are linked together and cater for sports, sociability, education, children's games, youth work, craftsmanship and social activities, and also serve as a meeting place for older people. Centres of this kind are to be found in Hanover, while several other towns are drawing up similar plans. The town of Osterode in the Harz mountains also has plans for :

A leisure-time centre with gymnasium ;
A combined indoor and open-air swimming-pool ;
Pitches for games and sports ;
Areas for small games ;
Children's playgrounds ;
An " adventure " playground.

One of the most important sides to planning leisure-time centres is the fact that they are more economical. The total area required is smaller, maintenance costs lower as less personnel is required, and more people frequent them, as a result of the repeated and simultaneous use made of them.

A sports ground equipped for competitive sport is not necessarily suitable for, or attractive to, the ordinary person for use in his free time. In the opinion of the Second Way Working Group a sensible plan would therefore be to equip existing facilities with the means to enable the general public to practise and play. The most important of these would be pitches and courts with weatherproof, pliable ground surfaces requiring a minimum of attention, with fixed dimensions and weatherproof nets and baskets etc., which are suitable for immediate use. If several such pitches combined they form a games centre for all. There is a model exemple of such a centre in Münster (*Sportpark Sentruper Höhe*). The DSB Institute for the Construction of Sports Facilities, in conjunction with the Second Way Section, worked out specifications for the construction of courts and pitches for games like boccia, indiaca, volleyball, *Prelltennis*, mini-golf, table-tennis and croquet.

The so-called *Schweisstropfenbahn* or " sweat track " is intended to encourage people to go in for individual fitness training. Here we have modern training methods being applied in natural surrundings. When this activity was introduced in the Federal Republic it was based on examples and experience gained mainly in Scandinavia where running tracks with a resilient, natural surface had been a feature of training for some considerable time. The " sweat track " follows an irregular course, sometimes even taking in hillocks. It is 400, 600 or 800 metres long and takes the shape of a circle or a loop. Various sets of apparatus are placed at the side of the track at intervals of 100 or 150 metres for specific bodybuilding exercises, e. g. short-arm stretches, springs, weight-lifting, trunk-strengthening exercises ,and the like. Basically the " sweat track " is a combination of circuit and interval training in the open air. They can be laid out in natural surrundings, in leisure-time centres or on sports grounds or parks around playing pitches, springs, weight-lifting, trunk-strengthening exercises, and the like. Basically the " sweat 0.40 m sawdust, turf and sand on top), fascinating equipment and short circuit this one-metre wide track can be used by anybody, from convalescents (required to do less strenuous exercises) to Olympic long-distance runners (e.g. Harald Norpoth in Münster).

A novel experiment made in 1967 as part of the Second Way programme is the sport test. Eight pieces of test equipment are laid out in the open air on which anybody can test his own general physical fitness. The idea came from a trial-of-strength appliance that is very popular on fair grounds. A blow with a heavy hammer forces a weight upwards and the height reached is measured. It is a " ring-the-bell " device which in Germany goes under the name of *Haut den Lukas*. It was felt that this kind of challenge could be made with other pieces of equipment. A points system was also worked out. Whoever tries his hand at this apparatus can add up the points he obtains on each test and compare his performance with a scale of standards worked out by the German Sports Federation and named the *DSB-Sporttest*. This scale is given on a card divided into three coloured sections : green for lower scores, yellow for medium and red for top performances.

The awarding of points for the so-called " jumping test-arc " is an example of this. The jump measured is the height reached by jumping up and forward at once and touching the overhead arc with the hand, minus the competitor's own physical height, with the following possible scores :

Height of jump (metres)	*Points*
0.65	1
0.68	2
0.70	3
0.72	4
0.75	5
0.80	6
0.85	7
0.90	8
0.95	9
1.00	10
1.02	11
1.04	12
1.06	13
1.08	14
1.10	15
1.12	16
1.14	17
1.16	18
1.18	19
1.20	20

The following apparatus is used for the DSB sport test :

Conveyor belt,
Football goal for testing aptitude,
Rocking beam,
Climbing tower,
Weights,
Basketball test,
Apparatus for short-arm stretches,
Jumping-test apparatus.

At present the first test apparatuses are being tried out and it is intended to set up others in school sports facilities, leisure-time centres, parks, sports colleges, open-air swimming-pools etc.

The " sport cabinet " (*Sportkabinett*) was developed by a firm with a view to providing facilities for remedial sport for industrial employees at their place of work. In addition to works and offices, there has in practice been such a variety of places available for its activity (e. g. gymnastic rooms, private houses, youth hostels, leisure-time centres, evening educational institutions, spas and holiday resorts) that the sport cabinet can righty be called a sport institution in itself. Its main advantage is that it takes up little space which the apparatus is designed to make full use of. A room of 30-60 sq. m. floor area, depending on the type (A 1, A 2, A 3), is equipped with over 30 pieces of special equipment, including rowing, wall and cycling apparatus, a conveyor belt for running, inclined bench, rotation apparatus, stretching chair, Bali equipment etc. Depending on his occupation, each participant goes through a programme of exercise specially tailored to his needs. At present the first 69 sport cabinets are in operation or under construction.

CHAPTER 3

THE PUBLIC'S RESPONSE

What are the chief motives for the decision to take up sport or at least the conviction that one ought to do so ?

The majority of those asked this question felt that sport was good for health. That seems to be the general attitude towards physical exercise. Yet the health argument has less bearing on the decision to go in for sport than is generally assumed. True, 60 per cent of the women and 64 per cent of the men who engage in sport said that they did so for health reasons when questioned in a survey "Women and Sport" carried out in 1966 by the *Institut für Demoskopie*, Allensbach, on behalf of the Federal Ministry of Health. Yet there is a higher percentage of those who say : " Because it's great fun " or " It's a change from the daily routine " (74 per cent of the women, 65 per cent of the men). Another reply frequently given, viz. by 38 per cent women and 44 per cent men, was " the nice company ".

From the Allensbach opinion poll, as well as from others with similar questions carried out by other institutes, one thing can be deduced :

The decision to take up sport is not affected by single arguments but usually by several together. We con therefore assume that the motivation to participate in sporting activities does not derive from one but from several of its advantages, especially health, company, relaxation and the desire to convince oneself of one's ability. In publicity campaigns, therefore, the obvious thing would be to vary the emphasis and avoid concentrating on any one aspect.

Although most of those interviewed replied in general terms that they wanted to do something for their health, they did in fact usually have a specific wish in mind. Thus, when questioned more exactly, 45 per cent of the women who engage in sport answered : " I want to do something for my figure ", whereas 47 per cent of the men said : " I want to keep myself supple ". A large number of those who have a definite purpose in mind are at the same time also interested in sport from other aspects. Thus, one third of all respondents said that sport was a pleasant leisure-time activity.

On the other hand, sport is a pleasure only to those who have first-hand knowledge of it. If you ask non-sportsmen you will get a terse reply, for it has been ascertained that only one in ten of them feels that sport is enjoyable, while four times as many sportsmen (39 per cent) hold this view. It is significant that those who are not intimately acquainted with sport regard it as a laborious, work-like, physical strain. This is a clear indication that something needs to be done to improve the public image of sport. It is an attitude that has most likely been created by the vision of champion athletes who train tremendously hard and expend every ounce of energy in an effort to win.

The fact that several motives must be effectively and simultaneously appealed to in order to induce people to participate in sporting activities is endorsed from another perspective. When asked what they liked about their sports club, 61 per cent of those questioned in a survey carried out by Dr. Günther Lüschen said " the company ". How remarkable this statement is becomes apparent when compared with the rating given by club members to " the club's sporting achievements ". For instance, only 8 per cent rate them highly. And the advantage of having good facilities is considered by only 9 per cent to be of decisive importance. Thus, one of the obvious attractions of the sports club is that members find company there and make personal contacts more easily. The same survey produced corresponding results : 46 per cent of members of sports and gymnastic clubs also meet privately ; 23 per cent go on holiday together, and 10 per cent go to the theatre, concerts and courses together.

Interest in a particular kind of sport is of [illegible] one of the motives for taking it up. This should not be under-estimated, especially in comparison with rather abstract reasons like " health " or " companionship ". 38 per cent of the sportsmen questioned in the Allensbach survey said they joined their club because of their interest in a specific type of sport.

What also does the person who visits a sports club for the first time wish for ? The answer to this question underlines the importance of sport to our social life. 30 per cent of those asked said they joined for the purpose of " making personal contacts with others ".

Sport as an adolescent habit continued into adult life obviously depends on the person's education and social status. The period from the age of 14 to 19 years (i.e. only if senior and junior secondary school pupils have taken physical education as a subject at school) has a particularly stabilising effect on the individual's attitude to sport in adult life. Professor Gerhard Wurzbacher explained it in these words : " A consequence of longer education at the secondary school is that those who subsequently enter intellectual professions become more education-conscious and thereby also more health-conscious." To substantiate this argument Professor Wurzbacher quotes a 1962 DIVO survey, which states that of the DM 400 and lower income brackets only 4 per cent engaged in sporting activities, while the corresponding figure for those earning DM 1,000 and more was 27 per cent, almost seven times the lower-group figure. The Allensbach survey " Women and Sport " carried out in 1966 arrives at similar conclusions. According to their results, the longer the education the longer and more intensively do the individuals concerned continue to be active in sport in adult life. The relationship with sport is closer where the school has taught the individual to make a positive estimate of his own physical ability (success in school sporting activities). Thus, 65 per cent of former senior secondary school pupils consider themselves good at sport, whereas this view is shared by only 47 per cent of former elementary school pupils.

We can only conclude from these figures that our efforts to spread sport to the widest sections of the community will not, in the long run, be completely successful unless the vocational schools include physical education in their curricula. Hitherto, that large percentage of young Germans who have not attended a secondary school receive no physical education whatever after leaving school. This hampers the development of healthy living habits in young people.

Another motivating factor that, like health, is frequently over-estimated, is competitive sport. The possibility of taking part in sporting contests appeals only to a minority, and then mainly at a certain age.

In general, only 3 per cent of the women and 6 per cent of the men who have so far practised no sport at all take it up " in order to achieve something in sport and to match myself against others ". This attitude is understandable. Competitive sport means nothing to non-sportsmen. And yet the overwhelming majority who express this view is impressive. 97 per cent of the women and 94 per cent of the men who do not go in for sport have no interest in competitive sport. Another surprising fact is that even active sportsmen have little interest in purely competitive sport (only 8 per cent and 18 per cent women and men respectively).

Interest in competitive sport naturally declines with age. According to available data, 55 per cent women and 46 per cent men have no wish to take part in competitive sport at the age of 33.

Up to now, public opinion polls have been chiefly concerned with the motives for participating in sport, whereas the reasons for giving up sport have so far remained somewhat obscure. In his survey " Employees' Leisure Time and their Relationship with Sport ", Dr. Günther Lüschen provides some of the answers. The reason for discontinuing sporting activities was in every 100 cases :

Pressure of work	23 cases
Interruption of club sport due to military service	21 cases
Change of residence	7 cases
Lack of time	13 cases
Injury	18 cases
Family ties	7 cases

It ought to be worthwhile investigating how far these factors can be positively influenced. We should particularly bear in mind the needs of those adults whose occupations do not permit them to participate in sport to the extent they did in their youth. Equally worth examining is the question how to remedy the interruption of club sport caused by military service. And could not the lack of contact with new clubs after a change of residence be prevented by informatory measures ? For, in 51 per cent of all cases, the three said factors, occupation, military service, and change of residence are decisive elements for the function of active sport. It would be worthwhile trying to reduce that percentage.

PREFERENCES OF AGE-GROUPS

Dr. Viggo Graf Blücher, in a study entitled " Youth, Education, and Leisure ", submitted in 1966 draws attention to the steadily increasing interest of youth in sport in the Federal Republic of Germany. According to his research, the active participation of boys and girls alike (from 15 to 24) has steadily increased over the past ten years. A representative analysis shows that in 1954, 50 per cent of young people took part in sport whereas the proportion in 1964 was 70 per cent. (These figures include sport practised privately outside the clubs.) Graf Blücher is also able to supply information as to the amount of time spent on sport. For instance, the proportionate division of time spent on sport each week by those interviewed by him was as follows ;

30 % — much time (5 to 12 hours a week),
40 % — some time (4 hours a week),
15 % — hardly any time,
15 % — no time at all.

The total weekly average time devoted to sport by boys was 5 hours 36 minutes, and by girls, 4 hours 30 minutes. The most active were those aged 15, while those aged 21 spent an hour less on sport per week.

The most popular form of sport among young people is swimming. The following are the branches of sport preferred by young people in the order of their popularity :

60 % — swimming
35 % — football
25 % — gymnastics
20 % — athletics
20 % — table-tennis
18 % — skiing
18 % — shuttlecock
16 % — cycling
15 % — hiking.

The difference in the interests of boys and girls is clearly manifest. While boys are mainly interested in football, athletics, table-tennis, handball and rowing, these sports have little attraction for girls. They prefer swimming, hiking, and shuttlecock.

Dr. Viggo Graf Blücher claims that the choice of sport in one's youth no longer depends to the same extent as formerly on the class (educated or well-to-do or otherwise) to which one belongs. Blücher deduces from his most recent research that sport helps to level out the social differences between the classes. These differences, however, remain visible. For example, the working classes are not so interested in swimming and gymnastics but are predominantly attracted to football and motoring. The interest of students is centred mainly on skiing, tennis, swimming and yachting.

In recent years, a growing interest in sport has been aroused among women and girls : the percentage of girls interested in some kind of sport (50 %) compares favourably with that of young men (75 %). It is equivalent to a ratio of 2 girls to 3 boys. The membership figure for the 14 to

21-year-olds in the German Sports Federation does not show such a pronounced change in the proportionate participation of the sexes. To every young sportswoman there are still more than three young sportsmen (215,7[illegible]9 to 664,921).

It is hoped that this increased interest will also result in increased activity. If we succeed by means of appropriate and more numerous forms of sport in translating but a part of the sporting interest among young women and girls into regular sporting activity it will be possible to reduce the quantitative difference between male and female sporting enthusiasts. We shall revert to this aspect in the section devoted to " Woman and Sport ".

The early years are, as already pointed out, of great significance for the formation of habits and thus also for the development of life-long sport-consciousness. This circumstance deserves special consideration with regard to girls, as they hitherto to gave up sport sooner and more completely than young men. It is obvious that girls and their special propensities have not so far been given the degree of attention that would seem desirable. Our experience drawn from the Second Way suggests that active sport for girls becomes more attractive when the following aspects are taken into account :

(*a*) Courses and lessons in types of sport with some sort of glamour value, e.g. skiing, tennis, swimming, dancing, aquatic sport, ball games ;

(*b*) Possibilities of encounters with the opposites sex in sport and socially ;

(*c*) Opportunities to participate, also without obligation, in competitive sport and contests.

In the present report we again point out that the process of premature retirement from active sport has clearly been halted. The number of people who take part in physical exercises beyond the competitive age is on the increase. The crucial years for the decision to give up sport or continue it for many years are the decade from 19 to 29. According to a survey carried out in 1962, more than 60 % of sportsmen left their clubs, as shown below :

20 % between 19 and 21,
24 % between 22 and 25,
17 % between 26 and 29.

On the other hand, anyone who still participates in club sports at the age of thirty will in all probability continue to do so for a long time to come. For example, after the age of thirty only 15 % left their clubs as follows :

7 % between 31 and 35,
4 % between 36 and 40,
1 % between 41 and 50.

It is plain that by the time one has reached the age of thirty, sport has become a personal habit and the club has become such a firmly established part of the social life of the person concerned that both these facets have developed into an integral part of his living habits.

Furthermore, after his thirtieth year the individual is confronted with a new situation as regards his requirements : on the one hand, there is the preservation of physical vitality against the incipient aging process, and on the other, desire to remedy the increasing lack of exercise at work and leisure alike. The survey "Woman and Sport" showed that there is a distinct tendency in that age-group to go in for physical exercise. The percentage of men and women still taking part in sport either sporadically or regularly after the age of 30 is as follows :

	Men	*Women*
Hiking	46 %	45 %
Swimming	47 %	36 %
Shuttlecock	23 %	24 %
Cycling tours	17 %	13 %
Gymnastics	17 %	17 %
Table-tennis	17 %	8 %
Football	16 %	—

Which sport is given up soonest ? The answer is beyond any doubt athletics. Apart from that the following sports are relinquished early by men (24 to 28 years) : handball, basket-ball, table-tennis, tennis, riding, athletics, skating. Women give up the following sports from the age of 23 to 25 : athletics, gymnastics, handball, riding, rowing. The survey shows that, on an average, men are more faithful in taking active part in some sport than women. Swimming is the sport that attracts the average man longest (up to the age of 42) whereas hiking holds the longest attraction for women (up to the age of 36). The following table shows the ages at which the various kinds of sport are given up :

	Men (age)		*Women* (age)
Football	24	Athletics	23
Handball	24	Gymnastics	23
Basket-ball	24	Ball-games	24
Rowing	24	Riding	24
Tennis	25	Tennis	25
Athletics	25	Rowing	25
Gymnastics	27	Swimming	32
Hiking	35	Hiking	36
Swimming	42		

THE ATTITUDE OF WOMEN TO SPORT

Physical exercise and sport were formerly regarded as the prerogative of men, an attitude which still has a lingering effect to this day, viz. women are still in the minority in the world of sport. According to the statistics for 1967 there were 5,779,762 men members of the German Sports Federation as compared with 2,022,335 women members. Large as this gap may be, it is a fair indication that women are generally less interested in organised sport. These 2,000,000 women and girls in the DSB constitute the largest women's organisation in the Federal Republic.

Moreover, the proportion of women to men is not equally unfavourable in all branches of sport ; in some it is almost equal. In gymnastics, the ratio between men and women members is 1.2 to 1.0 ; in tennis it is 1.3 to 1.0 ; swimming 1.4 to 1.0 ; golf 1.3 to 1.0. The proportion is undeniably negative when we look into certains sports such as handball, nine-pin bowling, rowing, table-tennis. To eight men participating in handball there is only one woman. In rowing the ratio is five to one. Table-tennis, too, draws five times as many men as women.

German sports organisation are trying to find the causes of this. The survey " Woman and Sport " shows some of the reasons for women's non-participation in sport. It investigates the facts that prevent sporting activity in the various age-groups. One impediment in the years between sixteen and twenty is the conflict of interests which frequently develops between sport, other hobbies, and contact with the opposite sex. Between twenty and thirty, a considerable part of women's time is taken up by their family duties or their work. Between the ages of thirty and forty the main obstacles to sport are the family and housework.

Professor Wurzbacher feels that the roots lie deeper. " These remarkable distinctions ", he says, " are a relic of the exclusion of women from public life in the patriarchal past. Women who are intelligent or participate actively in sport make men feel uneasy. They are seen by men as a threat to the superiority they have enjoyed for centuries. "

The " Woman and Sport " survey produced a further result which added weight to the argument that the role of women today is still influenced by the sociological clichés of the pre-industrial age, and that this, rather than lack of interest, is one of the main reasons why a much smaller proportion of women take up sport ; it also caused the most surprise. The survey established that women are basically just as interested in sport as men. The following table indicates the interest of both sexes in sport in percentages :

	% *Women*	% *Men*
Hiking	58	56
Swimming	48	57
Gymnastics	26	18
Cycling	23	23
Gymnastics with apparatus	14	16
Skiing	23	24
Aquatic sports	5	8
Tennis	2	2

This analysis corroborates Blücher's investigations, which showed similar results as regards young women and girls. It can therefore be deduced that :

(*a*) Interest in sporting activity may be just as readily presupposed for women as for men ;

(*b*) Sport as seen by the public at large must be something not of a dubious or controversial nature, but a completely natural and integral part of the life of the modern woman ;

(*c*) Gymnastic and sports clubs should arrange more programmes than hitherto, better adapted to the interests and requirements of women.

The two last-mentioned aspects were the subject of a discussion between leading representatives of female sport and the President of the German Sports Federation, Willi Daume, in 1967. In future there are to be more women members of the bodies responsible for sport organisation with a view to fostering sport for women at the scientific, publicistic and organisational levels. The foundation of women's sections in, as far as possible, all clubs both urban and rural, is being encouraged. The training of instructors is to be extended to include women. There are even greater modifications being made in mass competitions, fitness tests and training for the sports proficiency test so as to adapt them more closely to the needs of women participants. A number of sports require to develop a new system with regard to sport for women in general. The DSB will continue to co-operate with women's organisations in specific fields of activity, as it has done in the case of the large-scale exhibition in Berlin " Woman in the Modern Age ".

From the aspect of health and hygiene through sport, close contact is sought with the Federal Ministry of Health. An appeal is to be made to adult education schools as well as to travel associations (sport within the framework of adult education and tourism). The public's conception of sport for women largely depends on the physical exercises for women. Television and women's magazines are the most effective media for proliferation. Editors of television and radio programmes, and of women's magazines, will be invited by the DSB to attend a seminar.

The 1968 Annual Assembly of the German Sports Federation has proclaimed a plan to spread sport for women. Its aim is to make manifest the integral part that sport constitutes in the life of modern woman.

IMPACT OF THE SECOND WAY IN STATISTICAL TERMS

In the seven years since the Second Way was started, the membership of the German Sports Federation has jumped from 5,291,788 to 9,555,270, an increase of some 4 million, or 80%. In order to achieve comparable figures, it is necessary to place this rate of growth side by side with the population growth over the same period, which between 1959 and 1968 was only 11 %. Thus, the increase in the number of people taking part in sport was seven times greater than the natural population growth during the same period.

Is there any relationship between this quantitative change in the gymnastic and sports movement and the Second Way ? This depends on where the rate of growth has been greatest. If this proves to be in the age-groups which engage predominantly in competitive sport, then one can say that the Second Way will hardly have provided the stimulus. But if the growth has been strongest among older people, women and children, then a relationship is most likely.

For such comparison it will be necessary to consider in particular the increase among adult sportsmen. Since 1959 the German Sports Federation has enrolled a further 1,742,000 new members, i.e. an increase of 60.4 %, which means that sport attracts an additional quarter of a million adults every year. What is the reason for this increase ? There are two possible explanations :

(*a*) Every juvenile member stays with the club after the age of 18 and about 50,000 adults take up sport for the first time every year. This presupposes, however, that every juvenile without exception remains a member of the club as an adult, which is unlikely.

(*b*) On the other hand, it could be assumed that 40 % of juvenile members between the ages of 15 and 21 leave their clubs. This means that the number of adults taking up sport for the first time must be correspondingly larger (between 100,000 and 150,000).

It is presumed that there has in reality been a combination of these two processes. Fewer juvenile members have been lost to the clubs at the time of transfer to the senior sections, while the influx of older people has been greater. This, in statistical terms, is where the establishment of male, female, family and other sections for Second Way programmes has made itself felt. Their number is estimated to be 20,000 to 24,000.

Further proof that the spread of sport is related to the Second Way lies in the increase in the number of sportswomen. For every four male newcomers to sport there are three females (125,000 to 89,000, 1966). That means that the annual increase in male newcomers to sport is now no more than 30 % of the number of female newcomers. Thus the quantitative ratio has decreased considerably since 1960, when it was still five to one.

The DSB takes this as a sign that the proportional gap between men and women is slowly but steadily closing. The ratio at present is still 4.5 men to one woman. Taking as a basis for calculation annual rates of growth of 5 % (men) and 10 % (women), the ratio would continue to decrease to 3:1 in 1975 and 2:1 in 1982. The DSB, however, hope that this process will be completed sooner. The present ratio of 4.5:1 already represents a considerable difference from 7:1 in 1959. If, for instance, the German Football Association, the largest sports organisation in the Federal Republic, continues its efforts to give football clubs a more family-like character, it alone will be able to absorb several hundred thousand women and girls.

While every club caters for men, this cannot by any means be said with regard to women. On a conservative estimate, at least one third of all sports clubs are exclusively men's clubs. Thus one of the main reasons for the numerical disproportion between sportsmen and sportswomen is that a great number of clubs do not have any women's sections at all. Seen in this light, the increase in the number of women participating in sport since 1959 is even more significant than this figure suggests, for there were only a limited number of clubs open to them.

Clearly, then, the number of women participants will increase with the establishment of women's sections. This also applies in the case of clubs which already have women's groups but only for competitive sport. As we know that only 3 % of women are interested in entirely competitive sport and that, in contrast to this, only competitive sport is catered for in many clubs, there is obviously room for development here.

At any rate, there are also material and social reasons for the minority role of women in sport, so that even the gradual change in these exterior conditions will, in the opinion of the DSB, make for a considerable expansion of female sport.

The million female newcomers to sport since 1959 have been attracted to the different types of clubs in varying degrees. The biggest proportion of these women was attracted to the gymnastic clubs, with the result that the German Gymnastic Federation obtained more than 548,000 new members, over half of all female newcomers to sport. This is the reward for continuous efforts by that federation, which caters for family sport and specifically female interests. Of 2,100,000 members, just over one half (1,128,097) are women. In 1967, three times as many women and girls joined the DTB as in 1960. The women newcomers are mainly attracted to gymnastics without apparatus.

In connection with the survey "Women and Sport" carried out by the *Institut für Demoskopie* at Allensbach, it has already been pointed out that the forms of sport which appeal particularly to women are those with what one might call a high glamour value. Some such sports are skiing, riding, yachting etc. This opinion is corroborated by the statistics of sports associations. Besides the gymnastic programmes, the sports with pronounced glamour or social value have shown an unusual rate of increase.

For instance, the number of female riding enthusiasts has increased by 400 %. More than 440 % more women and girls have developed an active interest in yachting. Their participation in dancing has doubled (108 %). Other sports worth mentioning are skiing (100 %), tennis (80 %), and athetics (55 %). Another example of a sport formerly favoured mainly by men is nine-pin bowling in which there has been a 350 % increase of female participants.

The goal of *Sport for All* includes the very young and the elderly alike. Practical conclusions are summed up in slogans like " Physical Training for Tiny Tots " and " Gymnastics for Old-Age Pensioners ". The guiding principle is that regular physical exercise should be a part of people's lives as soon as they learn to walk and as long as they continue to do so.

A particularly successful programme is the one providing physical exercise for pre-school children. Originally only found in gymnastic clubs, these classes for two to six-year-old children are being introduced increasingly in rowing clubs, football clubs, fencing clubs, swimming clubs and others. In 1959, there were 25,000 pre-school children taking part, whereas 89,000 children had been registered by 1966 and the 135,000 level was passed in 1969.

At the same time the minimum age for participation in other kinds of sport is also tending to drop. Leading football circles are today considering whether that game could not be played in some modified introductory form by school-beginners. The same tendency exists in the case of other sports, e.g. swimming, skiing, basket-ball (introductory form : mini-basket), ice-skating etc.

There are no comprehensive figures available for the increase in sporting groups for elderly people. But there are distinct signs of a decided increase. In the Sports Federation for the Rhineland Palatinate, for instance, there were 629 such groups in 1967. If we apply this result — with all due statistical reserve — to the Federal Republic in general (in view of the predominantly rural character of the Rhineland-Palatinate, there is little danger of exaggerated estimates), we arrive at 10,000 sections in the Federal Republic devoted to sport for older people.

At the present time there are 1,000 new sports clubs being founded every year in the Federal Republic. The figure of 25,000 clubs in 1959 has risen to 38,000 in 1969. At the same time the membership of the average club has also increased by 15 %. New clubs have been created mainly in newly built-up areas, and rural and suburban areas.

It is rather more difficult to obtain facts and figures for the expansion of facilities in clubs. Let us take two examples. In the Lower Saxony Sports Federation, over a thousand clubs have introduced an additional from of sport. The consistent endeavours of the German Rowing Association in this direction have also been particularly successful. An investigation carried out in 1966 showed that 84 % of the rowing clubs had joined the Second Way movement and introduced additional forms of sport in their clubs. They lay particular stress on the sport proficiency tests. 57 % of all rowing clubs have initiated preparatory training programmes for these tests. Some other forms of sport that have been newly introduced in clubs formerly devoted exclusively to one type of sport are gymnastics, volley-ball, athletics, and mass contests.

In recent years German sport has attracted a tremendous number of people. But larger membership does not necessarily mean an increase in sporting activity. An examination of the result of the most recent club membership census has shown, however, that most new members are active participants. The membership of the Sports Federation for the Rhineland Palatinate increased by 9 % from 1965 to 1966. Only 14 % of all the members were found to be passively interested whereas 86 % took an active part in sport.

CONCLUDING REMARKS

The aim of *Sport for All* is still a long way from being realised in the Federal Republic of Germany. The balance sheet of the efforts made so far is nonetheless encouraging, and all the more so since the increase in active participants in sport has ensued in the face of inadequate external conditions.

What has been accomplished so far can at best be regarded as an auspicious interim result. It contains a few notable conclusions, the essentials of which may be summed up as follows :

1. The adaptability of social groups such as clubs to the tasks presented by a " leisured " society is better than was previously expected.

2. The aim of *Sport for All* can be successful only on the basis of comprehensive planning. As many different factors as possible should join forces under a common heading (as, for instance, the concept of the " Second Way " in the Federal Republic). Such factors include the training of instructors, publicity, co-operation with other social groups, development of new methods.

3. The inhibitions of people hitherto with but little affinity to sport, especially weaker, unpractised or older individuals, are strong, but not invincible. To get people to take part in sport it is necessary to establish groups which are homogeneous both in age and ability, and to reduce to a minimum the possibility of unsuccessful performance.

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In 1970, the German Sports Federation entered into a new stage of its efforts to promote *Sport for All :* it launched the campaign *Trimm Dich Durch Sport.* Until 1973, all mass media should be persuaded to co-operate in a publicity campaign against lack of physical exercise. In this respect, the German Sports Federation is grateful to benefit from the experience gained in Norway ; the model TRIM-action launched in that country contains many valuable suggestions.

The German publicity campaign will be largely financed by private firms and contributions from public sponsors. For 1970, for instance, 109 daily newspapers will regularly bring advertisements free of charge ; television and radio will co-operate ; posters and booklets will be distributed ; window dressing competitions and a great number of local actions are being prepared.

A humoristic symbol, *Trimmy,* a special melody and the popular fitness badge *Trimmspirale* are expected to be of good help in the competition with modern mass-publicity.

PART II

SPORT FOR ALL IN THE NETHERLANDS

Report submitted by
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INTRODUCTION

To understand the possibilities and the limitations of the Dutch sport organisations[1] and the Dutch Sport Federation[2] in the field of *Sport for All*, it is necessary to know something of the history of Dutch sport.

About a hundred years ago, sport was hardly known in our country. The only sports practised were those which had been known for hundreds and hundreds of years, such as skating, sailing, bowling, archery and some regional sports. They were pursued in leisure time and were not taken too seriously. At the end of the 19th century many sports were imported, most of them from Great Britain. One man who did a great deal in this field was Pim Mulier.

A remarkable fact was that only a few sports were recognised as valuable for educational purposes : gymnastics, handball and cricket. For this purpose Nico van Broekhuizen invented a special sport, *korfbal*. All other sports were regarded as a way of spending leisure time — not very useful but not harmful. In the beginning they were practised only by the richer people, but later were taken up by the workers as well.

A second remarkable fact for the Netherlands — which explains why sport was only regarded as recreational — was the neglect of physical education. The church, and especially the Protestant Church, preached the great value of the soul and the subordination of the body. Physical exercise was not necessary and might even be dangerous for the soul. The result of this general feeling was that sport lived its own life, separated from social life.

It will be clear from this that the government did not pay any attention to sport, regarding it as too unimportant.

In the first 50 years of this century opinions changed, especially after the second world war. The opposition of the churches in general changed to a positive attitude ; the government gave a subsidy to sport and more sports facilities were provided.

On the other hand, sport itself changed too. The idea grew that the object of sport was not only to break records ; it also had a valuable social function ; to make it possible for everybody to take physical exercise, play and practise sport, everybody at his own level. The sportsman today knows that sport, like other aspects of social organisation, has to work for a better understanding between human beings and between different peoples ; and, further, that sport can make it possible for everybody to find recreation in movement and play. In these days it is more than ever necessary to be physically active and to take exercise. Normal life gives fewer possibilities for movement. And for every human being the body is an important part of his personality. Without his body nobody can develop his personality and participate in social life.

But all this does not mean that nowadays everbody in our country is convinced of the importance of exercise and sport. For instance sports awards — for beginners, medium and advanced performers — still attract little interest. Our sports organisations are growing, but are largely confined to the young. Older people do not practise sport on a wide scale.

So there is still much to do, and the best way is to encourage *Sport for All.*

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[1] A sport organisation is a national organisation for one type of sport. (In other countries they are usually known as sport federations.)

[2] The Dutch Sport Federation is the body which brings together all the national sport organisations. All these organisations are private.

CHAPTER 1

THE TASK AHEAD

As was said in the preface, in the first place it must be made clear that sport these days has an important social function which is the achievement of better relations between people and between countries. We can do this in different ways. One way has a very serious purpose. It should be stated that the role of sport is to inculcate a sense of responsibility in man : a personal responsibility and a responsibility for others, for the life of society as a whole.

To make this clear we have to proceed on two fronts.

The first front is formed by the national sports organisations, and the second is the Dutch people.

The national sports organisations

As has been said, most members of the national boards know that sport has to adopt new methods. It is impossible to fulfil the real task of sport nowadays through competitive matches and top level sport only. These, it must be said, have their importance as they are a real part of sport, but they are only one side of the question. The other side is the need to give all people the opportunity to practise sport, even if they do not wish to be organised, or if they do not want to be ruled by a strict competition system.

To make this possible it is necessary to use new methods, and — this is probably the most important thing — to work with well-trained and paid leaders instead of the voluntary leaders who did so much for the sports movement in the past. Perhaps for many people who devote much enthusiasm and time to sport, this may seem tragic. But new times require new methods and new ways to handle the fresh problems. If one shuts one's eyes to the new questions and new needs of a changing world, it is impossible to fulfil the new tasks. It is undoubtedly necessary for sport too to have its eyes wide open for new opportunities and new developments, and to be ready to give the right answer. If sport does not do this, it will be done in other ways.

So we have to make it clear to the national sports organisations that they will have to change both their organisation and the type of leadership at every level. They must be made aware that new leaders are required and new fields for sport are opening up. If they refuse to understand this then they have not realised that it is a question of " to be or not to be ".

The Dutch people

The Dutch Sport Federation and the national organisations must prove that they are ready to take on new responsibilities and that they are not doing this for their own sake, but as a logical result of their new social responsibility.

All the sports organisations must repeat time and again that sport does not only mean top level sport or other organised sport or beating world records or a spectacle to watch, but also an activity in which everyone can join and which provides everyone with the opportunity for bodily movement and exercise.

It has been proved that children who are unable to play and move about may have difficulties with reading and learning, and may even lack the ability to have social contact with others. And the possibilities for moving and playing are growing fewer and fewer : in the first place because of the enormous amount of traffic on the roads ; in the second place because of city-planning which leaves too little space for playgrounds, and in the third place because houses are built with too small rooms. It is often impossible for children to play in houses or on the streets and, if it is impossible for them to play together, the result is restriction of movement and a lack of social contact.

But it is necessary for older people too to move about and to play. They also have a lack of opportunity for exercise and movement is necessary for good health. There are too many heart diseases and these can be prevented by moving about and by doing sport in the correct manner. A campaign must be waged against physical "illiteracy".

Sport can help greatly to solve these problems, for children as well as for older people. Sport provides opportunities for physical activity and play. But everyone must realise that in sport it is not essential to reach an objective achievement expressed in centimetres, weights, goals or seconds. In the context of *Sport for All* the aim is the subjective achievement, and this is much more beneficial as it gives a feeling of " I can manage it ", or " This is a better achievement than I ever dreamed of ". This possibility of knowing one's own physical achievements is in these days very important for it gives a feeling of well-being and is strictly bound to the individual personality.

The Dutch people, the Dutch sport organisations and the Dutch Government realise how important it is to pursue new ways in such a manner that everybody can take part in sport, and that leadership, facilities and activity programmes should be adapted to these needs.

However, all this sounds too serious for a successful campaign and not many will understand or accept it. Although, therefore, the above considerations are perfectly valid, this approach can only be followed in some cases. Furthermore it is always difficult to attain results with motivations which seem negative — against this or against that.

It is better, when it is necessary to win people over to an idea, to use positive motivations. This however must be done in a popular and understandable way — not : " There are dangers for you and your children", but rather : "Enjoy life, move about and play, be gay and healthy."

In this way we want to make propaganda for enjoyable recreation not only a modern idea, but a need for all.

As people earn more money, they get more possibilities for recreation, and there are more possibilities also to go abroad by car, motorcycle and so on. It is easier to go away from home and look for recreational opportunities. On the other hand, modern buildings and city planning increase the need for recreation.

Ten guiding principles

The following principles may serve as guidance :

1. Man nowadays is looking for recreation — not only to watch sport, but more to join in one or other activity and to be active.

2. In this form of activity people are not only looking for personal activity but also for social contacts, even if these are incidental.

3. This self-activity and social contact can best be found in simple activities in which the whole family can take part.

4. Moreover, social contact thereby becomes easier because of meeting other people who are interested in similar activities.

5. This social contact is found in the best way when there is an atmosphere of fun.

6. In the field of what we call " active recreation ", " recreational sporting activities " — *Sport for All* must have a big part.

7. " Recreational sporting activities " (so called in contrast to competitive sport) include all activities which fall within the sphere of sports. The main purpose is the joy of personal achievement. This kind of activity takes place outside the traditional competition system and can be practised as the opportunity arises.

8. A wide choice of simple activities is necessary.

9. These activities do not need elaborate sports facilities, but simple ones.

10. People taking part in these activities derive pleasure from them, so that they want to do them more or less regularly.

The following programmes based on the above-mentioned principles have been drawn up for schoolboys and girls and for older people.

Programme for schoolboys and girls

If grown-up and older people are to enjoy " recreational sport " in the future, we must make a start with the youth of today. When the young have become accustomed to sport, they will probably continue with it as they get older. So the first thing we have to do is to encourage young people during their schooldays to run about and to play.

Therefore the programme planned for young people is based on one main principle : to persuade them to join in jolly, simple physical activities ; not to win a special sport award, but only to encourage them to practise these activities during a certain period. Not that the achievement is the principal object, but that the activity should be regularly pursued and young people become acquainted with several sporting activities in a simple way. They should have the possibility of attaining the basic skill necessary for starting serious sporting activities.

This programme is informal and has been tried out during two years for the purpose of finding the right games and activities. It is being implemented since the beginning of 1968, in close co-operation with the Dutch Sport Federation, the national sports organisations and the organisations for physical education in schools.

This programme, which we can call the first step, caters for the following age-groups :

Group A (9) 10 — 11 (12) years
Group B (11) 12 — 13 (14) years
Group C (13) 14 — 15 (16) years

Children of ages shown between brackets are allowed to choose the activities of one group or the other, so that there are no fixed limits to each group.

The corresponding activities are as follows :

1. Long distance :

A choice of the following activities :

Group A :	Walking	10 km
	Cycling	25 km
Group B :	Walking	15 km
	Cycling	40 km
	Skating	20 km
Group C :	Walking	20 km
	Cycling	60 km
	Skating	30 km

2. Some simple team games and relays, adapted for each group.
3. A circuit of 60 m.
   In the circuit, which is run, the following activities are involved : throwing a handball, jumping, skipping, dribbling, and so on.
   The time-limits are : for Group A, 55 (girls) and 50 sec. (boys) ; for Group B, 50 (girls) and 45 sec. (boys) and for Group C, 45 and 40 sec.
4. A kind of mini-golf with a hockey-stick and hockey ball. Four hoops are placed in the corners of a square 15 × 15 m. The participants must try to hit the ball through the hoops.
   Group A in 12 strokes or less
   Group B in 11 strokes or less
   Group C in 10 strokes or less
5. A cycle circuit with various obstacles, requiring great dexterity. It must be done faultlessly and there are different obstacles for each age-group.
6. Four games which require great dexterity in throwing and catching the ball. The boys and girls get points for doing it in the right way.

7. Optional activities :
   - (*a*) Swimming : Group A : 100 m
     Group B : 150 m
     Group C : 200 m
   - (*b*) Rowing : Group B : 2 km
     Group C : 3 km
   - (*c*) Canoeing : Group B : 3 km
     Group C : 5 km

   (The time taken to carry out these activities is not important — the participants need only show that they can do them in the right way.)

   - (*d*) Roller-skating : A special circuit.

Other activities may be added which children are known to enjoy doing in the city or village concerned.

When the children have carried out all these activities and gained the right points and covered the prescribed distances they receive a special emblem. It is not the aim of this programme to find out which child is best at the activities concerned, but to encourage as many children as possible to take part in them and to pursue them for a period of six months. These activities may be repeated if desired and the number of times a child has done so will be recorded on the emblem.

It is also possible to go further by trying to get the first sport award.

We intend shortly to draft a similar programme for invalid children.

Programme for older people

When the programme for older people came to be worked out a very important question arose — whether we should ask for real achievements, or for the regular practice of certain activities. We chose the latter, for it is more important that people become used to doing some activities regularly than that they should reach a certain standard. So the programme which has been drawn up requires the performance of certain activities for a minimum period of six months. These activities are in most cases very simple and they can be done without organisation and at any time. There is a big choice of activities and the Dutch Sport Federation is very glad that it is possible for it to use the same name and in principle the same programme as the Norwegian Sports Federation : "TRIM" We are very grateful to the latter for giving us permission to do this. Thus we have launched a Dutch TRIM action (see below), and we think that if these activities are given the same name in several countries it will help to foster the idea of a united Europe.

The programme for older people offers a wide choice of possibilities from which two activities must be chosen. All participants receive a sports check book which they fill in themselves without supervision. When they have carried out the chosen activities for a period of six months, they can send the book to the Dutch Sport Federation so as to receive the emblem. Again, these activities may be repeated as often as the participants wish.

A choice may be made from among the following activities :

1. To undertake any of the prescribed walks.
2. The same for cycling.
3. Playing tennis, volley-ball, golf, badminton etc. in private clubs or in sports clubs.
4. Gymnastics in clubs or as morning exercises.
5. Walking or cycling every day to one's normal place of work.
6. Swimming.
7. Sailing.
8. Rowing.

9. Canoeing.
10. Water-skiing.
11. Under-water sports.
12. Games such as ring-tennis, darts, and other similar games.
13. Indoor training.
14. Participation in the four days' walk, the six days' beach walk, the seven days' cycle tour.

It is possible that in the future other activities will be added. In every case it must be an activity which can easily be done in the neighbourhood of the home and at least once a week or better still, daily.

If the participants in these activities wish to do more they can practise for the first sport award and for the more difficult sport passport. Special courses will be given for the skill required for the attainment of these awards.

CHAPTER 2

THE ROLE OF THE DUTCH SPORT FEDERATION, THE NATIONAL SPORTS ORGANISATIONS AND THE SCHOOLS

As has been previously mentioned, the propaganda motivation for *Sport for All* will be that it is fun, although the real reasons are more serious. It is for these serious reasons that in several cases close co-operation is necessary between the Dutch Sport Federation and other organisations.

Programme for schoolboys and girls

This programme will be carried out in close co-operation between the Dutch Sport Federation and the two organisations of teachers of physical education. In each case these teachers will not only be responsible for the propaganda in connection with this programme, but also for organising both the practice of the several skills and the actual activities and games. The leaders of the sports clubs will join them in this work. The Dutch Sport Federation will train these leaders in such a way that their aim in organising the activities will not be to win new members for their own clubs, but to make physical exercise and play enjoyable for the children. It is therefore necessary to present these activities in an attractive way, adapted to the age of the several groups. It is essential that the sports leaders should be trained. They must learn that children want in the first place to play and are not willing to train seriously for one or other skill. The leaders must also be taught that to take part in sport it is not necessary to have a highly organised competition system. First the necessary leaders must be trained, and the organisation prepared in such a way that even in the smallest villages the children can join in the programme.

Programme for older people

This programme will be carried out in close co-operation with the Dutch Sport Federation, the clubs of the national sports organisations and the local authorities. The Dutch Sport Federation will take care of the propaganda, the necessary booklets and papers and the coaching of the leaders. The national sports organisations will adapt the programme of activities to suit the spirit of this scheme. The clubs will be asked to nominate leaders and people who are capable of organising these activities in their own city or village. The co-operation of the local authorities will be requested for subsidising these activities and for obtaining the different sports facilities.

For this programme of *Sport for All* a special kind of leadership is required. If the programme is to succeed we need leaders who fully understand the aim of the work. They must realise that they cannot give the same kind of training as in the sports clubs for the purpose is different.

In the first place, they must encourage older people to join in these activities by explaining, and where possible demonstrating, how simple they are and how much is achieved by doing them. In the second place they should be able to teach people in an easy way how to do the various activities, so that everybody can make his own choice. In the third place they must realise that their task is not to lead — they have to work with adult persons — but to accompany. Fourthly, they must be able to find new activities and to adapt them all to local circumstances. Fifthly — and this is very important — they must be able to associate with individuals and groups of very different people. If they do not understand this, the whole programme may be a failure.

It is for all these reasons that it is necessary to train those who will be the leaders of *Sport for All* in the future. This coaching will be given by the Dutch Sport Federation in close co-operation with the national sports organisations.

Coaching is not only necessary for the leaders of the activities, but also for the local organisers. They have in the first place to know exactly what are the possibilities in the city or village concerned and they have to organise sports for all. In the second place they must understand how to use simple sports facilities, sports halls, playgrounds, and even simple green open spaces. In the third place they must know what events can be organised by the local sports clubs and at what times. Fourthly, they must look after local propaganda and publicity at the appropriate moment of the programme, and realise the possibilities for carrying out the different activities and the places where they can take place. Fifthly, they must have experience of the correct administrative procedure.

Propaganda

Undoubtedly a good and well adapted propaganda campaign is necessary. This propaganda must be done on the national, regional and local level. It must be carried out in a simple and easily understood way, not once for all, but at repeated weekly intervals, on television, radio and in the newspapers.

If possible, slides can be shown in cinemas, and posters could usefully be put in all kinds of waiting rooms. In every city and in every village at least one, and if possible more addresses should be available where people can obtain all the necessary papers. They must be able to find and address in their own neighbourhood.

All this must be done by the Dutch Sport Federation, the national sports organisation, the sports clubs and by the local authorities.

The Dutch TRIM-action

In April 1968 we began TRIM-actions, not as a national campaign, but in some twenty towns and villages, chosen to provide some experience before we embarked on action at the national level. Over a period of one year we discovered that although many people wanted to join in TRIM activities, few of them were able to participate in two activities over a period of three months, as we had supposed they might in the first TRIM booklet. Some, therefore, began with one activity, while others, especially older people, did two activities but did not ask for a badge or an emblem.

The most surprising result was the discovery that the majority of persons joining TRIM formed informal groups. It became clear that people did not wish to be highly organised but wanted to feel free to participate at will. Some groups might number 400 participants, who either paid a fee each time they took part or a subscription to cover up to twenty exercise sessions. It is evident that these people are willing to pay relatively more for their sport than the members of traditional sports associations.

At the same time we learned that more sports clubs than expected participated in the action. They organised several activities and introduced " open-hours " in which non-members could learn and practise a sport previously unknown to them. As a result, people became more interested in the sports awards, especially the TRIM-award and the Sport-passport. The most popular activities were : walking, cycling, running, gymnastics and, where possible, swimming. Most of the sports clubs, moreover, derive financial benefit under this scheme.

The success of the TRIM-action has had a snowball effect. Now more than 60 municipalities have joined the action and the number of participants is increasing, though the exact numbers are not known since there is no registration or list of members. What is most important is the growth of the TRIM idea and that more and more people engage in sports activities which are within their capacity.

A question commonly asked is, " What can I do in and around my own house " ? In answer to this, and other queries, we have issued publications — for organising committees or individuals — on sports halls, playing fields and the countryside (woods) ; exercises to be performed in and around the house (also published in a weekly magazine) and exercises for the elderly. This has been achieved by co-operation with sports and social organisations. Industry has shown interest in TRIM-action, and some factories have introduced TRIM, whilst others are willing to sponsor booklets, posters etc. TRIM-action has caught the imagination of more and more people, thus enabling us to stimulate and advise where necessary.

Once a year we have a national TRIM-run which covers a circuit of 2.5 km. Participants walk or run this circuit, at their own tempo, and as many times as they wish. It is an important occasion for those who practise every week in a small group and enables them to meet TRIM-colleagues. Next year we intend to organise this on a regional basis for youngsters and elderly people, with a special day and a special circuit for each category.

We feel that TRIM is developing most satisfactorily and we hope that more and more people will take part — for the following amongst many reasons :

1. to be fit at the weekend ;
2. to be able to combat the stress of everyday life ;
3. to derive more enjoyment from holidays ;
4. to feel healthy and happy ;
5. to build up resistance to heart diseases.

CONCLUSION

A tremendous amount of work lies ahead. It implies a big challenge to the traditional forms of organisation and the adaptation of leadership, facilities and activity programmes to the new needs. But it is a worthwhile undertaking for the future of sport depends on finding the right solution to the emergent needs.

If this is all done in the correct way, sport will have proved that it too assumes its responsibilities in society now and in the future at the same time as it contributes towards improved health, greater enjoyment and a good social life.

PART III

SPORT FOR ALL IN NORWAY

The TRIM campaign
of the Norwegian Sports Federation

Reports submitted by
Rolf Kirkvaag, Jan Frydenlund,
Willy Hafrom, Per Hauge-Moe,
Wenche Frogn and Karl Evang

CHAPTER 1

TRIM : CONCEPTION OF AN IDEA, STRATEGY AND MARKETING

by Rolf Kirkvaag, Chairman of the Norwegian TRIM Committee

Lately I have often been asked : How far has TRIM come ? — Where does TRIM stand today ? — How many Norwegians are TRIMMING ?

It is not yet two years since TRIM was introduced to the Norwegian public, and so it is almost self-evident that exact answers to such questions cannot be given. Actually we *know* very little about the results.

But one thing we *do* know : There is hardly a Norwegian today who is not familiar with the word TRIM and the symbol. And even better : Most Norwegians know what TRIM *wants.*

We all realise that fundamental research and extensive scientific work has gone on in a number of countries all over the world — to establish the need for general physical training. Here we will not approach or discuss the topic from those angles. Our aim is to contribute to the practical ways and means of carrying out our project TRIM.

I will now try to explain how we planned and introduced this project in Norway.

The basis for TRIM is nothing new. Nor is the idea new. The basis is *Sport for All* — or physical training, as we call it in Norway. The basis and the idea are in other words exactly the same as many countries have been working on and for, for a long time. If there is any difference between our starting point in Norway and that of other countries in Europe or in the rest of the world, it would be that in Norway it is both harder and easier to introduce TRIM. It is easier because we have natural surroundings which all Norwegians delight in, and where they find their recreation : and it is also more difficult for the same reasons. Our contact with nature makes for a natural understanding of physical training. But just this innate understanding becomes a form of barrier against physical training according to modern principles. On this account we had to look very closely at the reasons for motivating Norwegians toward TRIM. This, however, I shall take up later.

In other respects we faced the same questions and problems as everyone who tries to carry through a project aimed at physical training in its most comprehensive meaning for as many people as possible.

We had to find a form of appeal which stood out clearly from the thousands of tempting appeals modern civilisation has to offer. And we had to find a way of launching this appeal so that TRIM would not become a one-time project with a brief response from the public, only to be forgotten shortly afterwards.

Our committee therefore had three primary goals :

1. To find new arguments for the promotion of TRIM,
2. To find a new and exclusive form of appeal,
3. To launch an effective programme.

May I at this point make a little diversion which is nevertheless all-important for the result. If Fate should place you as chairman of a committee, pray that the members of the committee will be the kind of people who participate actively in your project. Fortunately for me my prayer was heard. And there is one more thing I would like to emphasise : the feminine participation. Women are essential as a highly stimulating factor, in committee work, too. This is definitely case in our TRIM Committee.

To return to the three primary goals.

In planning the achievement of these goals we very soon realised that we faced the task of *selling our product.*

This was a very important point, as we could then see very clearly what work lay ahead of us, and at the same time it gave us a solid basis to consider the various possibilities of solutions.

When someone proposes to sell a product, the first step is to find out if there is a *need* for this product. In the case of our product the answer was evident : the need modern people have today for regular physical exercise is so *obvious* that it unquestionably would motivate great numbers of people.

However, as we have mentioned before, we face a particular difficulty in our country. For generations we have had here in Norway a close interplay between Nature and the people, in a natural form.

This natural form is neither methodical nor systematic. In general Norwegians go in for physical training when they feel like it, when they feel a need for it. Not because they should — and must.

Do not think that civilisation and progress have not left their mark on this country and people. Undoubtedly we are in a more fortunate position than many other nations. But we are heading just as surely for the pitfalls of modern civilisation with its easy living. This particularly applies to the physical aspects.

For this reason physical training is absolutely necessary — in Norway as well — but Norwegians are not ready to listen to this. Therefore we had to find other new arguments to supplement this obviously rational reason.

We chose the expression "Well-being". Our reasoning was this : everyone who has gone in for physical activity in some form of sport, has felt that sensation of satisfaction and pleasure upon completion of the particular activity. In Norway particularly, many people will understand this form of reasoning.

As we continued our discussion, we discovered that this argument should not only be supplementary, but ought instead to be the *main* plea.

For your own well-being !

The connection between well-being and physical training is nothing new, but in this country the " well-being " aspect has been neglected. Perhaps this is the case in other countries as well ? At any rate we can now definitely say that it is this " well-being " argument which has spread TRIM extensively to large groups of the population, and particularly to different age-groups.

So much for our first goal.

Our second goal was to find a new and exclusive form of appeal. As we continually kept in mind that we were selling a product, we decided to let this form of appeal be the *name* of the product. An apt name has a good impact.

We were aware that our second goal was the most difficult one. And we were also aware that if we didn't solve this problem in an exceptional way, we would be faced with a very difficult and protracted task. Our product's name had to have instant appeal !

Suddenly, during one of many meetings, just as Colombus by chance found how to stand an egg on its end, we hit upon the right word — TRIM !

I remember clearly that we continued our conversation for a few moments after the word had been uttered, and then suddenly we were quiet. This was it! TRIM was our trade name.

Perhaps you don't all here understand why we Norwegians felt so strongly that this was just the right word, particularly as it is an English (naval) expression. Quite possibly the word TRIM does not have the same weight in other languages. However, for us it had an instant appeal.

The word TRIM for us implies *everything* which is well-ordered and kept in good shape. The four letters make an incredibly comprehensive impression, with respect to individual status as well.

However the word TRIM alone was not enough as a trade name. It had to be illustrated in such a way that the image would make an indelible impression on the mind of every member of the population.

The artist Roar Horgen solved this problem. This original, appealing, amusing and cheerful figure has every promise of becoming a national mascot. Perhaps it could be the same for a whole continent — or continents ? Who can predict future developments ? In this country, at any rate, it is fast becoming a national symbol.

Hence our primary goal no. 2 has been achieved.

Our third goal was to launch an effective programme, and here perhaps we let our enthusiasm lead us too quicly. Now that we had created such an excellent symbol, we were eager to let the world see it.

To be brief, we decided on a D-Day. We alerted all our supporters well in advance and contacted many other groups.

Several days before D-Day we arranged large informatory meetings for representatives of all the main organisations in the country — about 70 in all, for a selected group representing all the various sports, and also for representatives of the entire Norwegian Press. At these meetings we presented our idea, our programme and our plans. D-Day was 25 April 1967.

Let us look a little closely at the strategy we planned for the whole projet. Our aim was to reach every single woman and man, regardless of age.

We chose a concentric encircling of our goal as the principle of our strategy. This principle included three rings around the goal with the largest coming first.

The three rings were named
introduction
promotion
activity

We looked upon these three rings not as three single operations, but as three links in the same operation. That is to say that we had to work on all three rings at the same time, even though in the first phase we had to concentrate on the first and largest ring — the introduction.

When we had clarified this principle, we began to plot the various steps in each ring. I shall try to demonstrate here approximately how we worked (see illustration).

TEMPO PLAN (TIMING.)

In the **first circle** we drew around the target we plotted in all the media which might conceivably be effective in introducing the idea and symbol.

NEWSPAPERS (NEWSP.)

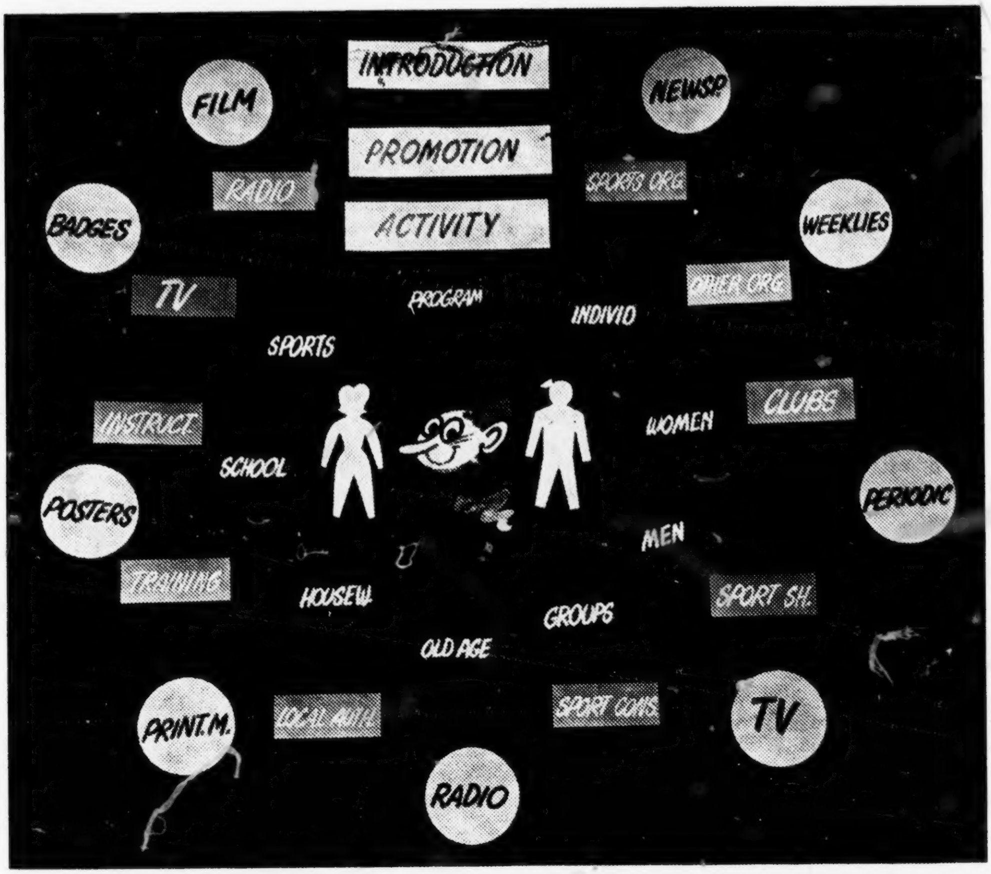
We have around 150 newspapers in this country, 100 of which are daily. Special group set-ups were made with text and illustrations, as well as a press conference.

WEEKLIES

Special texts were made for several of the weeklies together with TRIM schedules for series.

PERIODICALS (PERIODIC.)

There are about 2 000 different periodicals in Norway. A certain number of these received suggestions and material for TRIM.


INTRODUCTION
FILM
NEWSP
PROMOTION
RADIO
SPORTS ORG
ACTIVITY
BADGES
WEEKLIES
TV
PROGRAM
INDIVID
OTHER ORG
SPORTS
CLUBS
INSTRUCT
WOMEN
SCHOOL
POSTERS
PERIODIC
MEN
TRAINING
HOUSEW.
GROUPS
SPORT SH.
OLD AGE
PRINT.M.
LOCAL AUTH.
SPORT CONS.
TV
RADIO

TV

A special introductory programme for TV, where the need for physical training was emphasised, the idea of TRIM explained, and the symbol shown in various forms.

Radio

The set-up for radio was very much the same as for TV — but a special programme was added for housewives.

Printed matter

In preparation for TRIM we had made a series of printed forms, in which we gave suggestions for group activities and individual TRIM. In addition we gave practical advice concerning arrangements, dealing out of information etc. Altogether, close to 1.5 million copies of printed matter were made for the purpose of introducing TRIM. This will be handled more in detail later. All media received copies of the printed matter produced.

Posters

Special posters were made for arrangers of varied group TRIM activities. These were distributed to the main divisions of the sports organisations, and divided among all the organisations represented at the original introduction of TRIM.

Norwegians are perhaps not so obsessed with badges as many other nations. However, we counted on the TRIM symbol being of great interest in the initial introductory period, and therefore had a special badge made, which was distributed at the beginning to the respective groups within the afore-mentioned organisations.

FILM

A 17 minutes, 16 mm. colour film was made, specifically designed for the introductory period, but to be also used later.

Well, this is in brief the manner in which we planned the introduction of TRIM. It is clear that there are many possibilities here for overlapping, but this was actually also part of our plan.

The whole programme of our first circle was timed in such a way that it was sprung on the Norwegian people suddenly over a period of two days.

We consider this "shock-treatment" very important.

The second circle : PROMOTION

Once the introductory period was completed, we gave the start signal for the second encirclement — promotion. Here we plotted in all the factors in our society which could presumably influence the general public.

SPORTS ASSOCIATIONS

Sport in Norway comprises some 5,000 differentiated sections. All these sections were as far as it was possible informed and instructed beforehand. It was emphasised that it should be one of Norwegian sport's main undertakings to see that the TRIM campaign was set up, and outlines for various activities were distributed. It was also maintained that co-operation with other organisations was highly desirable.

OTHER ORGANISATIONS.

As mentioned before, all the largest organisations in Norway, around 70, were represented at the introductory conference. All these organisations agreed to use whatever means at their disposal to influence their members. We took orders for various types of TRIM material from these organisations. As far as I can remember now, around 60 of the biggest organisations, led by the Workers' Union and the Employers' Union, and including the Housewives' Association and the Farm Women's Association, as well as many others, among them the Norwegian Clergy Association, have all started their campaigns.

CLUBS and GROUPS

Norway has also many different groups and clubs. It was not possible to reach them all, but we contacted many through their main organisations.

SPORTSHOPS (SPORT SH.)

Through their headquarters, 3 000 sport shops agreed to undertake to promote TRIM among their customes. This they achieved by special window displays and by handing out pamphlets.

SPORTS CONSULTANTS (SPORT CONS.)

In Norway we have a sports consultant in every county. These consultants play an important part in the total sports activity in Norway, which they promote on a regional level. They were of course supplied with all the material we had available.

LOCAL AUTHORITIES (LOCAL AUTH.)

All the local authorities in Norway's 454 municipalities who deal with sports and open-air activities in the administrative and political field, received letters encouraging them to promote TRIM activities in their municipality. In addition they were also sent a large amount of TRIM printed matter.

TRAINING

In co-operation with the local sports associations a plan was set up for training TRIM " ambassadors ", i.e. hand-picked women and men, qualified and idealistic personnel. After training, these " ambassadors " task would be to stimulate the forming of local TRIM committees, whose aim would be to establish organised TRIM activity on the local level. So far, 100 such ambassadors have been trained — for the whole country.

INSTRUCTION (INSTRUCT.)

In conjunction with the regular and modernised educational system which Norwegian sports are in the process of establishing, training leadership in TRIM activities is also integrated.

TV

Thanks to a very positive stand taken by the state-operated Norwegian Broadcasting Corporation for Radio and TV there has been a keen effort through both these media to stimulate and activate the population.

The third circle : ACTIVITY

Parallel with planning and setting up the initiation and promotion stages we had to adapt the concrete contents of TRIM. We must be able to offer clear and differentiated exercise programmes.

PROGRAM(ME)

As an introduction we used rather general programmes, the first of them aimed at individuals, to create interest.

INDIVID(UAL) : Women - Men

In this first programme we did not differentiate to any marked extent, but issued instead a general warning against what we might call deviations from the normal.

In conclusion, I want to mention that our proposed activities subsequently went out to more special groups :

GROUPS - such as

OLD AGE

HOUSEWIVES - and

SCHOOLS - among others

All these programmes are worked out on a solid, expert basis, of course — but have been given a more popular form.

You may find it of special interest to learn that we have recently concentrated our efforts on the various associations.

SPORTS (ASSOCIATIONS)

In this way we aim to establish ties between TRIM and the respective sports associations and federations. Our motivation is that we want to have alternative offers for those "Trimmers" who are looking for more advanced activities. These efforts have just started. Our intentions, however, are also to find new recruits for active, competitive sports.

This was a short summary of the details in our strategy for launching the project TRIM.

With our aim to reach every single Norwegian woman and man, it was obvious that we had to reckon with years as a time factor. Here I would like to add that this was particularly necessary in this country. One characteristic of our national mentality is that we are capable of making a mighty effort now and then, but without any particular method behind it. These one-time efforts give good results for a while — but for a while only.

TRIM was not to be a one-time effort !

For this reason we tried to look ahead into the future. In our tempo plan we have been dealing with three stages — to express it popularly we might call it the Apollo principle.

First stage : Initial period

We estimated this step to take about 5 years. But this figure must be taken as an indication rather than an exact time limit. The reason is that during a period of this length of time we will have obtained clear, concrete, statistical facts showing how effective our TRIM campaign has been. Details of this initial phase will be given by another speaker.

Second stage : Realisation period

We have tentatively reckoned that this period will take about 10 years. This figure also is only a rough estimate. It is obvious that the second stage will be commenced before the first stage is completed. Actually, we have begun already on the second part of our programme, which would indicate that the first stage will be completed in less than 5 years. It may also mean that we have already been more successful with TRIM than we had thought !

In this second stage — the following-through period — we intend to use all available means and methods to really make Norwegian women and men realise that TRIM is part of everyday living in our welfare society.

Third stage : In orbit

When we reach this stage, we shall have completed the first two stages, and the third stage will be in orbit. Only supplementary adjustments should be necessary. In other words, the committee's long-range goal is simply this — that TRIMMING in 10-15 years' time will be an accepted, natural part of every Norwegian man's, woman's and child's daily hygiene, an established routine like washing and cleaning one's teeth.

Some people perhaps claim that this goal lies outside the realm of possibility, but to this my answer is that without such a goal in this project, we might just as well give up now. Is this all then, that we are aiming at in our TRIM project ?

No.

Undoubtedly our primary and obvious aim is that TRIM will improve the general physical standard of the Norwegian people — or — to be realistic — perhaps in the long run we shall be content if we succeed in *maintaining* the present physical condition of the population.

However, we do have a secondary aim :

That we all through TRIM can become more positive individuals : that TRIM will help us to remember that there is a girl in every woman, and a boy in every man. We firmly believe that by cultivating a feeling of joy and wellbeing through regular physical activity, we shall become in a few years' time, out-going, positive people spiritually and mentally. I am sure we all agree that there is a great need today for well-adjusted, positive-thinking people here in Norway, in Europe as well, and for that matter all over the world.

CHAPTER 2

TRIM AND THE MASS MEDIA

by Jan Frydenlund

The famous Canadian sociologist Marshall MacLuhan writing his much-cited book on the effects of television formed the thesis : the medium is the message. Read : the contents of a television programme, its message, is not decisive for the effects of the programme on the audience. What matters and gives the programme its impact is the fact that the programme is broadcast at all.

With reference to our TRIM campaign the conclusion would be : let us at any rate try te get into the television programme schedules. The medium itself will give us the results sought for.

There is of course a certain truth in this. If we want to draw the attention of a whole country to a certain matter — whether it be TRIM or laziness — the use of our largest mass medium would be the most effective means to reach our goal.

Now, if our goal was restricted to making TRIM known and people talking about TRIM, Marshall MacLuhan would be proved right. And everybody would be happy.

Our goal is more far-reaching, however. We do not only want people to talk about TRIM, but to let recognition of the name and what it implies be followed by action. We want people to TRIM themselves.

And this is a much more difficult task to undertake. It will be the crucial stage of every TRIM-drive when you try to pass from the initial making-the-word-known period to the instructional period, from a passive period of recognition to an active period of involvement and action.

And here the medium — let us say television — is not sufficient as the message. Because from now on response is required. People must do the things we advise them to do. They must *want* to do it. If they do not want it, they do not do it. It is as simple as that, really. To make people want to TRIM is not always an easy task. It requires imagination, professional abilities and other qualities from those who prepare the information for the mass media and the presentation of it.

But even more it requires that time is ripe for TRIM — that by striking the right note you readily and willingly get the right response — that TRIM is really nothing but an outlet for what has been building up for some time in the minds of a whole people. When TRIM comes everybody gladly accepts it. And not only because reason tells them to, in our mechanised and physically inactive world, but also because they want to follow an urge for physical activity, intrinsic in all human beings, and to take part in the varied kinds of joyful, communal activities — within the family or within other groups — that TRIM can offer. People want to be de-stressed through TRIM. If a whole nation had consisted of children only, one would have said that they all wanted to play. But grown-ups too want to play, to experience the joy of physical recreation when they get the impression that this recreation, as presented by TRIM, is not aiming at making them national champions or Olympic winners, but offering them new opportunities of being happy with themselves, their families, their next-door neighbours or friends, their colleagues or whoever it might be, in short their fellow human beings. They also want to re-establish their contact with nature, to get out of the cities if possible, to admire a view, to smell nature, to fill their lungs with fresh air, to re-establish a contact more or less lost in modern urban life.

On this backgound TRIM can get a warm welcome and become popular among the public. They will receive TRIM in a favourable mood. They will not take it as a moralising forefinger of the busy-bee TRIM enthusiast encroaching upon the private life of other people. If the latter impression had been predominant, TRIM would never attain popularity, no matter what Marshall MacLuhan says about the mass medium itself as the message.

I have been stressing these points — and introduced Mr. MacLuhan to you — because I want to argue against the opinion sometimes heard, though not very often, that TRIM is a sheer marketing business. Even you might be tempted to think that TRIM is only a question of good marketing. I think I know from my professional experience in radio and television that you cannot promote ideas through these media and obtain a lasting effect unless these ideas have certain intrinsic values that convince the listeners and viewers and in some way correspond to needs already felt and minds already opened for the message.

How lasting the effect will be no one is really able to judge. So many factors have to be taken into consideration. One of them certainly is whether the nation traditionally is a nation of sports and recreation. Another is whether the TRIM-promoters succeed in presenting their ideas skilfully. So much for the philosophy behind the marketing of TRIM. And now some words and a few demonstrations of how TRIM is dealt with by the mass media of this country. In this talk the mass media referred to will be television, radio and the press, including the " coloured " press and information journals for certain vocations and vocational groups such as civil servants, trade union members etc.

A survey of the TRIM activities presented in Norwegian *television and radio* makes it necessary to give some background information about broadcasting with special reference to broadcasting in this country. The Norwegian Broadcasting Corporation — the NRK — has a monopoly of broadcasting television and radio programmes in Norway — as the Swedish Broadcasting Corporation — the SR — in Sweden, the Danish Broadcasting Corporation — the DR — in Denmark, the RAI in Italy, the ORTF in France etc. In Germany and in Great Britain the former monopoly of the ARD and the BBC has been broken for some years now by commercial television networks.

Most of the monopoly organisations have been modelled on the BBC tradition, so that they operate on a grant — or a licence if you prefer — from the government. In this position they are supposed, more or less, to be what we call " public service " broadcasting institutions. This does not mean that they are due to operate as spokesmen for the government ; only in situations of national crisis, like wars or impending wars, can the national authorities demand special messages to be broadcast according to the national broadcasting laws. On the other hand the broadcasting monopolies are expected to base their programme services on conceptions of what serves the society in which they are operating. They must show responsibility for that society, responsibility for giving information as well as entertainment, instruction and education as well as relaxation.

Connected to TRIM I would say that giving information, instruction in physical culture is an important part of the responsibility of a public service broadcasting. And judging from what has been done so far in Norway I should have every reason to believe that this is also the policy of the corporation for which I am working.

What has been done then ?

Let us look at *television* first :

As soon as our TRIM symbol had been created the TRIM Committee asked our eminent artist, Mr. Horgen, to work out a set of drawings where Mr. TRIM himself — or TRIMIAN as he is called — performed various TRIM activities. These activities should be adjusted to the various seasons and give the viewers illustrations and instruction of how to TRIM. Actually this was not an easy task as Mr. TRIMIAN lacks both elgs and arms. But I think you will agree that the artist succeeded very well. These drawings were transformed into slides that could be easily used in television presentation, and the suggestion to the television programme service was that the slides could be put on the screen, not regularly, but as often as possible during the minor intervals that are bound to crop up in between the television programmes.

Well, this was also accepted and with favourable results. In a few weeks no one in this country could say that he had never heard of TRIM or seen TRIM suggestions. By the way, the suggestions were after a while expanded to include the whole family, and Mr. TRIMIAN got himself both a wife and a couple of children.

Here I will mention some of these slides which are still being shown during intervals in our Norwegian television :

Slides :

1.	Morning TRIM.	For all seasons
2.	TRIM to-day ? Chair. Step-test.	
3.	TRIM to-day ? Jumping with rope.	
4.	TRIM to-day ?	
5.	Cutting wood with saw.	Summer
6.	Playing badminton.	
7.	Rowing.	
8.	Playing with ball.	
9.	Swimming.	
10.	Cycling.	
11.	Cutting the lawn.	Autumn
12.	In wood with map and compass.	
13.	With wheelbarrow and leaves in garden.	
14.	Skiing.	Winter
15.	Swimming indoors.	
16.	Basketball.	
17.	Skating.	
18.	Family building snow-hut.	
19.	TRIMIAN in Mexico.	During Olympic Games
20.	TRIMIAN in Mexico.	

The two last-mentioned slides can of course be regarded as the bad conscience of television for tempting the viewers to sit for hours and hours watching the transmissions from the Olympic Games in Mexico. It is then part of the responsibility of television to make the viewers not forget their TRIM altogether.

And to show that this line of thought is not regarded as hostile by the programme people in television, we will also mention a series of some twenty-odd "TRIM TIPS" which was televised about a year ago. It seemed to the TRIM Committee that these mini-programmes, transmitted at fixed hours twice a week, would be the next logical step after having introduced TRIM through the interval slides. Luckily we could squeeze them into the programme schedule at peak hours in the evenings, that is immediately in front of the news. And the programme dealt just with people watching television. It was explained why viewers were sitting in wrong positions in their chairs and what they could do about their physical degeneration.

Only a short time ago the last of a weekly series of 12 programmes called " Family TRIM " was broadcast. Each of these programmes lasted for 20 minutes. The programmes were transmitted at fixed times — before the evening news — and on the same day of the week. Something very similar has been done in Sweden a couple of times and in Norway too, 3 years ago. In " Family TRIM " the programme leader was Mr. Willy Hafrom, Head of Education in the Norwegian Confederation of Sports, and a member of the TRIM Committee.

In his opening remarks in the programme Mr. Hafrom stresses the fact that people who are in doubt about the state of their health should attend a doctor and ask his advice before starting on TRIM exercises. With him in the studio is a typical Norwegian family of four, which is later joined by four members of parliament representing various political parties. These MP's usually do their exercises in a special TRIM-room installed in the parliament building. Even in an election year they had no objections at all to appear with Mr. Hafrom in his programme.

Throwing cushions at political oppenents might be a better solution to our political problems. It definitely gives the politicians better TRIM.

More peaceful is the atmosphere among the old-age Trimmers. For some years now Norwegian television has carried weekly programmes of TRIM instructions for old people. " Old " means in this context people above our pension age, which is as high as 70. These programmes are transmitted on Friday mornings and are of great assistance to our pension homes and old-age institutions as well as people who live on their own or with their families. It is a rational solution, really, to the problem of getting sufficient qualified instruction for everybody. The health authorities in this country are very satisfied with our carrying them. The programmes are organised and produced by the Norwegian Association for Corporation Sports, and the lady instructor tells her viewers that printed material with instructions is obtainable at the office address of this Association.

A few words about *radio.* Television naturally will have a broader effect in promoting TRIM ideas. I should think radio would be a favourable medium for promoting special well-defined events and ideas relating to definite groups or districts. There have been TRIM programmes of a general nature broadcast by the Norwegian radio, but it seems that the trend is to run short reports, often with reference to local TRIM events, in the most popular radio magazines. In addition there are great opportunities for similar TRIM-promotion in the regional programme services, opportunities that have not as yet been fully used.

Passing on to the *press* we find this trend again. The general TRIM information is not always regarded as tempting news material by the daily newspapers with the largest circulation, especially in the capital. But as soon as the local flavour comes into it the news value is there. Luckily we have three of our largest newspapers in respectively Bergen, Trondheim and Stavanger, and they give very good backing indeed to our inter-city rambling competitions and other mass TRIM events built upon district enthusiasm as well as the thousands of minor events staged by local sport clubs and other groups. Such events are also sponsored by the newspapers in the capital in co-operation with sport associations and thereby given good coverage by the sponsors. Experiments have been made to get Mr. TRIMIAN and the TRIM Family into the newspapers quite apart from special events and competitions. Clichés have been distributed to nearly all Norwegian newspapers of Mr. TRIMIAN being a kind of symbol for our bad conscience — or, if you prefer, a good friend giving valuable advice on how to look after your health by means of TRIM and suitable recreation. These clichés have been modelled on the television slides and the idea is that newspapers like television can put them into open spaces whenever opportunity arises.

This thought has been carried a bit further by cartoon series created by Mr. Horgen and where he has tried to give the TRIM information and instruction more dramatic contents.

By press cuttings from the newspapers we can evaluate whether this material is accepted and used by the papers. As a matter of fact I think we can now drop these cuttings altogether as the use by the local newspapers is rather overwhelming. Let us for example mention a leading paper of a small Norwegian industrial town and its surroundings, which has a circulation of around 15,000 copies. During the first two weeks of 1969 we find that on 3 January they have put in TRIM clichés on pages 4 and 10 — and on 11 January we find another cliché. Apart from the production of the clichés the TRIM Committee has had no expenses with this kind of marketing the TRIM idea. Regular advertisers would envy us !

This material can also to a certain extent be distributed to the coloured magazines. These magazines are, however, more apt to take the advertising aspect into consideration and would therefore prefer specially elaborated and artistically presented photo series with an approach that increases the sale of the magazine. As you know, one of the Swedish princesses is an instructor in gymnastics. Now, to make my point more clear, I will put it like this : If we could offer to one of the magazines a TRIM series with exercises performed by the princess — in beautiful colour — we should have no difficulty in getting it in !

In conclusion I ought to mention, however shortly, the information journals for members of certain vocations — from members of trade unions to civil servants, as mentioned before. Although these kind of journals, reviews, information bulletins or whatever one would like to name them are normally not regarded as mass media, I think their circulation is sometimes so large that we should include them here. Actually we have already done so in the TRIM Committee, and we found that some of them are distributed to hundreds of thousands of people, which is a large circulation in a country with only less than 4 million inhabitants. This circulation in fact exceeds the circulation of our largest newspapers.

And another reason : We have found the editors of these journals extremely co-operative. They always seem to be short of material for their journals, which, from a mercenary TRIM point of view is not at all regretted.

And that is really how it should be, is it not ? People should *want* TRIM !

And should the motives be different we feel convinced that ideals and reason will be the lasting motives when TRIM has become a regular habit, an integral part of our lives.

CHAPTER 3

TRIM : TARGET GROUPS

by Willy Hafrom

The concept or symbol TRIM has already been partly defined — or at least connected with other activities. A more precise definition will be given below by Mr. Per Hauge-Moe. We agree that TRIM is based on physiological and health considerations as well as on a feeling of well-being. This factor is perhaps the most important for our practical adaptation and future projects.

Life-time Sport — an article in an American magazine — deals with the terrifying situation facing an employee who returns home after a four-hour working day of a five-day week. This is acted out in a TV short episode featuring Danny Kaye. He is frightened and desperate at the prospect of twelve long hours before it is time to go to bed. Too early for a drink. No sports on TV. Nothing to do — and a nagging wife to boot. He proposes a little walk — the wife takes it alone, leaving him to brood. The result is that he launches a campaign for the good, old-fashioned eight-hour day. A man has to stand up for his rights, after all.

But we cannot turn the clock back any more than Danny Kaye. Dreams of the good old days disappear in a wave of plans for advanced technical projects, which eventually disrupt the contact between mind and body in our work. Let us accept TRIM as a contribution to human existence today and in the future, even if we evaluate its justification in different ways. Remember that some of the benefits of electricity were enjoyed before anybody realised its vast possibilities.

There are many branches of sport with traditional background in Norway and in other find the answers here and now :

1. What are our *proposals* ?
2. What do people *demand* ?
3. Who are the *receivers* ?
4. How do we get *motivation* ?
5. How do we show *direction* ?

When considering these questions it is important to keep in mind the demand for *quality*. This applies to proposals and supply as well as demand and application.

Evaluation of the proposals

There are many branches of sport with traditional background in Norway and in other countries. Not all of them are easily adapted to TRIM proposals. Boxing as a family TRIM project ? The basic sports have a solid foundation among the people and belong to all, although most of us become familiar with them through the press, radio or television — or as spectators. What then should we consider when presenting TRIM proposals ?

A. Make use of the *traditional* appeal. Traditions are known and will be appealing if the proposed activities are adapted to the average ability.

B. Make use of our natural resources. *Nature* is our main venue.

C. All proposed TRIM activities should, as far as possible, be in acordance with our knowledge of human *physical* and *physiological* care.

D. Activities must be *flexible*, adaptable to various levels.

E. New forms must be adjusted to *modern* demands and possibilities.

F. *All groups* must benefit — regardless of age, sex or ability.

What do people demand ?

Many of us find it difficult to feel stability and satisfaction in our modern society, unless we fill our spare time with voluntary activities — gardening, the rocking chair, a quiet evening stroll are hardly enough.

Most of us would like to take part in some TRIM project — but not right here, not just now — a little later when I'm not so busy. When developing TRIM, we must help people to help themselves. Through suitable activities we establish ways to release a latent initiative while obtaining physical and physiological advantages and development.

Getting a lot out of a little is fast becoming an accepted status symbol, although most people have a latent desire for physical engagement. Various excuses are in conflict with [illegible] natural needs : " I'm too old — I feel silly doing TRIM exercises — etc. " Just when people wonder why they feel slack, lethargic and irritable, the TRIM proposals catch on.

During 1965 and 1966 studies were carried out in Sweden to find out to what extent Swedes practise some kind of physical exercise. They were asked " Why don't you practise the sport you like ? " — and the answers were as follows :

35 % lacked time
26 % lacked facilities
14 % were ill or handicapped
12 % could not afford it
3 % thought that they were too old — and
9 % didn't know why.

Thirty per cent of the persons interviewed in Sweden would like to do something, but what ? Let us therefore — through our TRIM proposals, through information and adaptation — enable people to do what they desire.

Who are the receivers ?

We have established the need for physical activity for everybody — regardless of age, sex or ability. It is important to remember that some people listen to some arguments, and other people listen to other arguments. The best arguments are those which give the individual the impression that his or her special need or wish will be satisfied.

In Norway TRIM has been directed toward special groups of people, units established through work or otherwise. This simplifies the arguments and the information, avoiding the obvious. Some of these so-called target groups are :

— *School-children* whose special form of life — being transported to and from school, and meeting increasing demands for theoretical knowledge — makes them specially suited for united appeals.

— *Housewives* representing another community group, to be reached by special arguments, because they are women as well as heads of the families. Through an evaluation of the housewife's way of life we may be able to establish her needs for activities and possibilities for TRIM action.

— *Families,* perhaps the fundamental TRIM groups, so valuable that they will be considered separately later on.

— *Civil servants,* a large group in our society. It is not a homogeneous group, neither vocationally, physiologically or emotionally. But perhaps we might call upon their solidarity and develop this further to estabish forms of competition based on this particular appeal.

— *Firms and plants,* apparently approachable for TRIM. This might be partly during working hours as calisthenics and other exercises, partly as TRIM activities outside working hours.

Another way to reach the target groups is to present special projects based on traditional sports.

" *TRIM i Orientering* " is aimed both at those already engaged in this particular sport — and those who are just interested in enjoying outdoor life. This folder gives you an idea of how the weekend trip can be made more enjoyable by introducing path-finding exercises for young and old alike. In this country there are summer and winter competitions lasting for some time and bringing individuals and families together for TRIM life in the fields and forests.

There are many other possibilities for finding target groups. At hotels, camping grounds, beaches etc., information and propaganda could become a powerful influence for TRIM projects. But, regardless of our choice of groups, we must not forget that we want to influence the individual. Voluntary efforts and freedom of choice must always be the fundamentals of TRIM.

How do we create motivation ?

This problem has already been touched upon. TRIM is not alone in appealing to the interest of skiing, bicycling or running. Competitions on this basis have formed an effective counterbalance ings can be safeguarded for TRIM in the broadest sense. But this is not enough. We must also create " artificial " possibilities for TRIM — playgrounds, " Triminals ", floodlit paths, swimming pools etc.

It is naive to think that motivation can be created with arguments alone — no matter how much they stress health and well-being. The environment must in itself be a temptation, an invitation to TRIM. How many fathers can resist the challenge of a lawn, a son — and a ball ? We must meet the TRIM challenge more or less automatically. TRIM must have a certain value in itself, and not be the means to an end — either for the state, for health and well-being, or for commercial speculation.

Most people feel the urge of competition, and we should make use of this fact in TRIM. We must seek forms of competition that suit TRIM's purpose. Competing against others is not always the most important thing. Many of us are stimulated by competing against ourselves. This important principle has been exploited in the sports proficiency badges, accumulating miles of skiing, bicycling or running. Competitions on this basis have formed an effective counterbalance to excessive transportation of school-children, as the pupils have fought against the passive form of life which they have been offered.

There is no reason to think that only children find joy and stimulation in registering progress and performance. TRIM-kryss is an example. Here one finds an outlet for the competitive urge, against other members of the family, neighbours or colleagues. It is all very simple — you just mark each TRIM performance which qualifies according to the rules. There are no referees, and if you cheat, you cheat yourself.

How to give direction ?

Perhaps it is not for me to attempt to answer this question. It will be taken up in another chapter. Let me just stress here that there is no point issuing invitations if you have nothing to serve your guests.

On the basis of what we have discussed so far, many of our customers will be able to help themselves, but many of the proposals need further preparation. That means presenting the information — or training if you prefer.

Training

As the sports organisations in Norway have taken the responsibility of presenting and introducing TRIM we have also taken on the responsibility for education and training. This can be roughly divided into :

I. Instruction and training in all branches of sport — competitive as well as TRIM.

II. Instruction and education of : administrative personnel, specialist instructors and coaches.

The tasks are closely connected. The first process is more or less a result of trained instructors and leaders — of both categories — being engaged to take care of athletes at all levels.

— sufficient available training facilities and proposals,

— sufficient available training facilities and proposals

— financial basis to start activities,

— organisational and administrative apparatus to carry out the education and training projects.

It would seem unnecessary to discuss whether there is an urgent need for systematic training of personnel to be in charge of instruction and education in the field of sports. Coaches and instructors must possess pedagogic experience and knowledge as well as technical. To drive a motor car, we have to pass a test requiring theoretical knowledge and practical skill based on experience. Yet spare parts for a car are easy to obtain and replace — compared to the parts of the human body. Therefore we must demand more from those who drive human bodies than from those who drive motor cars. Leadership demands understanding — understanding demands knowledge.

The educational capacity of the sports organisations themselves can never be sufficient to meet the demand — neither in quality nor quantity. We must co-operate closely with other training facilities in our society. Today we are fortunate enough to be in the process of establishing the Norwegian Sports Academy — which we hope will supply highly qualified key personnel for physical education and training in the years to come, to the benefit of both traditional sports and TRIM.

Our pattern for education and training is based on research and prognoses for the future needs, roughly as follows :

Education of general instructors (coaches)

A. We offer a basic course of 70 hours' duration, including such subjects as psychology, physiology, anatomy, kinetics, training and training supervision. In 1968 4,000 students passed this course all over Norway, most of them to practise as teachers on the TRIM level.

B. Our next offer consists of specialist courses for various branches of sport, and a TRIM specialist course will be included. Students admitted to these must have passed an A course.

C. Further specialisation can be achieved through more advanced courses to be organised in co-operation with the Norwegian Sports Academy.

Leadership training for administrative personnel

Education and training of leaders in this field will consist of :

I. Elementary leadership courses — of 24 hours duration.

II. Short courses on special functions — including TRIM.

Conclusion

If we were permitted to look into the future I think we would experience this :

The role of physical education and recreation in health and fitness will be further clarified and its importance recognised. Scientific evidence and statements by scientists are rapidly eliminating quackery and crash programmes. The people will be educated in principles which may guide their activity, whether as individuals or in groups. The role of exercise and its integration with other healthy practices will therefore receive even greater acceptance in the future. The part it plays in therapy as well as prevention will be further understood.

The continuously increasing amount of leisure and the growing number of opportunities for using it worthily and beneficially will change the living habits of a large segment of the population. Improvements in modes of transportation will enable people to explore and enjoy previously inaccessible areas in the mountains and wilderness. Increasing emphasis on the development of recreational skills and appreciations make more people aware of the possibilities in this field. We will have co-operative and co-ordinated programmes in which the sports organisations, communities and schools work together in TRIM.

It seems obvious that the real problems concerning preservation of man's mental and physical health will come upon us sooner or later. We need concrete proposals, solutions and extensive research programmes, aiming to clarify the situation and thereby establishing a policy for the future.

CHAPTER 4

TRIM : ORGANISATION AND ADAPTATION

By Per Hauge-Moe

No matter how you look at it, Norway is a small nation. We are only 3.8 million inhabitants, about the population of an average European capital. But our millions live far apart, and often under rather difficult conditions.

For a Norwegian it may be difficult to form a picture of a foreigner's impression of Norway, but I think the main components are often some of that old Viking stuff, and then a glorious, virgin scenery. If that be so, we must admit that the Vikings are now a thing of the past, while the scenery remains. Furthermore it must be admitted that the seeds of conflict have been sown — between the national romanticism of natural beauty, and a certain degree of modern urbanisation.

It is true — fortunately — that natural beauty remains in our landscapes. Few countries — at least in our part of the world — have been more richly endowed in this respect. But it is also true — unfortunately — that fewer and fewer people live on these beautiful outposts. To make better living, and to answer the modern call to congregate more closely, an increasing number of people live in a decreasing number of population centres. Broadly speaking Norway today is rapidly becoming urbanised, with all the outward manifestations of the so-called western cultural development — motor cars and television, automation and technical gadgets — all the advantages of modern times.

But still — let's not forget that — we have possibilities for something else. A few hundred yards from the futuristic vision that forms our meeting place — we can put on our skis and range far and wide through virgin woods. But please don't take too literally the boast that Norwegians are born with skis on. Our medical experts will support my statement that this would lead to obstetric complications even for the Viking daughters.

Talking about TRIM might encourage some philosophical comments. However, we have had enough philosophy in this connection. What we demand now is a *pattern for action.*

There is only one central sports institution in Norway, the National Sports Association or Confederation — *Norges Idrettsforbund.* It is an entirely voluntary movement, attaining almost the venerable age of 110 years. This body is organised on two levels — the special sports federations, representing 35 different branches of sport — and the district associations, regional administrative units in the counties. The basic organisations are well over 4,000 sports clubs with altogether 659,000 members.

This would seem a simple and straightforward organisational pattern, with ancient traditions, and having no difficulties in establishing an acceptable sports pattern for everybody. But our problem is not quite that simple. Although a lot has been achieved, both here and throughout many years in many countries, yet *Sport for All* is a product of our times — and the problems associated with it can only be solved by means of the resources of today and tomorrow. We must get away from conventional desk thinking and start a parctical programme of action. At this point — with this realisation — TRIM was born.

We have not planned a new type of sports, nor new forms of physical activities. We just want to spread existing benefits. We have our various branches of sports, and we have natural resources, in Norway as well as in other countries. But we get no further toward a realisation of *Sport for All* until we are able to market this concept the way our modern society demands. *Sport for All* is not Norwegian or European. It concerns the whole world — every day.

This means, among other things, that the *definition* of *Sport for All,* whatever we mean and imply, must be very carefully considered. In this connection I would like to mention the

" Declaration on Sport " which has been forwarded by the International Council of Sport and Physical Education, and which I believe many of you are already familiar with.

But this council is not the only one engaged in tackling this problem. There are health and sports organisations on various levels engaged in similar work in a field which is not exactly noted for co-ordination.

Anyway, here in Norway we have carried out no research, medical or philological, in this field. However, we needed a practical, everyday direction. Hence our working definition, and I stress that that's all it pretends to be :

TRIM is a symbol, the purpose of which is to make sports — in the widest sense of that word — known and enjoyed by ever-growing groups of the population.

TRIM is physical activity which gives extra energy, enjoyment and well-being, expressed through sports and active open-air life, for the individual and in groups, adapted to the everyday life of all Norwegians.

What we mainly wish to express, is the fact that the TRIM concept comprises two adjacent functions. It is partly a propaganda symbol, partly an expression of sports activities.

Furthermore one may notice that there is no *ceiling* or limit to the activities that we aim at. There is room for any activity with meaning. Finally, as the definition implies, TRIM is aimed at propagation of simple sports for all — as well as a bridge to more advanced sports in various forms.

Once more this is a question of marketing.

As a result of our practical direction or prescription the organisation and adaptation take the form of a four-stage process :

First we must create motivation. Each individual must feel the *urge* to take part in sports according to his qualifications. The moment interest is created — here comes the second stage — we must transmit elementary information about a natural and suitable form of physical activity. We cannot assume that people are already informed, least of all adults who have had very little contact with organised sports. Furthermore there must be a *place* for the intended activities. This means mainly outdoor venues of all sorts, and I will take up this point later.

Finally, the fourth and last stage : action. We agree that this, too, needs organising, but on the other hand it can be introduced in a hundred ways and take a thousand forms.

Furthermore it can be stated about this process that the sequence of the four stages is important. On the other hand it is possible to work on all four simultaneously, because we'll never lack material to work on. And of course, the ways and means within each sector must be continually changed and renewed. None of the aims can ever be fully achieved. Still another aim could have been added to the series : to create an understanding of this work, particularly by the authorities and by our partners in various forms of co-operation. When we don't mention this now, it is not because it is less important, but because the " consumers " are not its primary aim.

Let us now have a closer look at the TRIM launching stages : I will touch only briefly the problem of influence through mass communication media and other channels. This has already been dealt with by one of our top experts, daily engaged in the centre of the all-important TV and radio network.

One point I would like to add, however, because it is of infinite importance for our entire effort — the choice of people engaged in this work — centrally and locally. And I think it is proper that I should take it up, as I am attached to this project in a professional capacity.

Norges Idrettsforbund, the Norwegian Sports Association, represented by its boards, is responsible for TRIM. But the everyday handling and running of the project is in the hands of a committee. Its members are handpicked for this task, and if you think they have not been in touch with active, top-level sports competition, let me just mention that among them they account for 3 Olympic gold medals, 7 world championships and 10 world records along with an impressive number of international matches in a wide variety of sports. Their background otherwise ranges from business life, information and communication services to medicine and physical education.

Having mentioned information I think it is appropriate to bring up the argument of the human factor, which means a great deal to all stages of the process, but particularly when there is a question of creating contact. This applies to the local level as well as the central, and we have a feeling that we have collaborators with the necessary initiative, imagination and phantasy. The mass communication media — particularly TV — are superior when it comes to bringing the message of TRIM to the public. But let us never for a moment forget that we are entirely dependent on the human factor for the last and decisive step of this information drive. Today there is a constant demand for information and education — in schools, universities, vocational training, refresher courses, adult on-the-job training etc. — the urgency of it is almost frightening.

Well, you may ask : With all this around us — is there still a need for adults to learn about sports ? Isn't that something we have learnt, once and for all, like driving, typing or cooking ?

Frankly, we don't believe in that And anybody who has tried strenuous physical exercise at an adult age and without sufficient training, can testify that we are right. Furthermore, enjoyment of the activities is immensely increased when they are based on education, training and practice.

Let me add, also, a few words about our basic principles. The process of influence must never create the impression that sports and physical activity is enforced in any way. Enforcement is only too common nowadays — but never in sports.

Furthermore, as a consequence of what has previously been mentioned, it follows that sports must never be presented as something gravely necessary. We have enough of the burdens of necessity in our everyday life already. Sports and TRIM are simply fun. Let the useful benefits come in as a secondary consideration.

Now our TRIMMING has come to the point where interest is created and certain basic information has been transmitted, making the activities a little easier and much more pleasant. Then two new problems arise: Where are these activities to take place, and how do we go about securing as many of these places as possible ?

To start with, indoor venues for sports are probably as common or as scarce in Norway as in the average country. We have quite a few indoor swimming pools, an increasingly good coverage with respect to gymnasiums attached to the schools, but so far an insufficient number of halls for various indoor sports, from tennis to wrestling. While they all provide excellent surroundings for everyday TRIM, we are faced with the problem that they are very much in demand for many purposes. New indoor facilities are constantly being built, but the supply is far short of the demand that an intensive TRIM propaganda effort would create in this sector.

There remains — not as a substitute, but as the main choice for active TRIM environment — Nature itself. You may ask : Are we justified in putting so much emphasis on outdoor activities in a country where the winter is long and severe, with very little daylight for many months ?

We might avoid that issue by pointing out that skiing will always be the dominating winter sport in Norway. But there are other possibilities, too, and it takes often very little preparation and expense to make use of them all year round. We have mountains and forests, fields and lakes, and we are giving top priority to the construction of flood-lit trails all over the country.

But even a simple, unlit trail must be cleared and marked, mountain routes too, both in the winter and in the summer. Open areas, beaches and fields must be protected. In Norway the responsibility for these jobs is divided between state and municipal authorities and a great number of voluntary clubs and associations. The sports organisations, too, regard the natural playfields as their field of interest, particularly as so many of our competitive sports take place in the woods and fields.

We have stressed the urbanising influence which is spreading to Northern Europe as well. That means that many of us can reach the wide-open spaces only after long and time-consuming journeys, and have to find suitable TRIM solutions within concentrated, built-up areas.

There are conventional sports fields, but many untrained adults shy away from these large, impersonal stadiums. Better solutions are found in simple training fields and TRIM centres attached to fields, pools, rinks — and apartment blocks or industrial areas. These centres can be established in the first case with a starting basis in the locker rooms — in the second instance in competition with parking lots which too often have dominated.

This encircling move to include simple sports activities in everyday life is not left to each group. It must be planned in conjunction and co-operation with all responsible authorities.

It demands understanding of its importance.

We will create that understanding.

It demands initiative and imagination — rising to a challenge.

We will provide that challenge.

In our prescription for TRIM all sensible physical activities are included — subject to the discretion of the individual and, if in doubt, subject to medical advice. If the extremes are simple calisthenics in the living room, on the one hand, and active enjoyment of unspoilt nature, on the other, then our task is to bridge the extremes with a wide range of activities. We must have proposals for all. Whether the proposal is accepted is a voluntary matter, but let's remember that the form of proposal often determines the answer.

Proposals can obviously not be the same in a small fishing village on a lonely coast as in a big city. That means, too, that the TRIM packages distributed from a central source are intended as guidance only, to be adapted to local conditions. This is also part of the purpose, to encourage local imagination and ideas, which are to be found in even the most remote places to a surprisingly great extent.

Now for a few examples of basic activities :

Gymnastics programmes — for individuals and groups — are planned through television and radio broadcasts, tape and records or printed matter, in firms and organisations and an increasing number of sports clubs and units. The exercises make a useful break in the daily rhythm, — and they are a good introduction to other sports. But they must be exercises according to modern motion patterns.

Simple team games adapted to families, neighbour groups and similiar parties, are also useful. Badges as rewards for performance or endurance achievements, as well as mass competitions — running, skiing, skating, swimming or bicycling — are becoming increasingly common.

But as we approach the borderlines of competitive sports and the sectors of the sports clubs we must bear two things in mind : that the clubs often are understaffed to handle a great influx of new members — and that the untrained and inexperienced may be too timid to become one of these members. However, these are not too great problems and will be solved in time.

Quite a few propaganda events have been arranged by TRIM since its start. In the autumn of 1967 more than 100,000 citizens of 56 towns and cities took part in a distance hike competition. As the hike took them partly through the woods, partly over mountains, the competition offered a chance to experience physical activity in natural surroundings, just where we would like them to be. Neither speeches and articles, nor TV and radio can force anybody to enjoy nature. The feeling comes only through experience.

All municipalities of any size must have an up-to-date list of all proposed activities — adapted to the available information and local conditions.

This brings us to another, very important side of practical adaptation : Organisation — How and by Whom ? Let me stress that TRIM does not seek to establish a new organisational set-up.

It emerged from the sports organisations and will remain based on them. The committee which has been appointed to be in charge of TRIM has purely service functions — creative, informative, co-ordinating, adjusting — assisting all groups which are suited to the purpose and interested in it. Similiar committees are organised locally, based on the regional sports associations, 20 of them in all. These units are attached to organised sports, but their task is not to organise or start sports events or TRIM activities.

The basis for executive work will always be the sports organisations themselves, but not all sections of competitive sports are equally concerned with *Sport for All.* This applies no doubt to all Western European countries, and it is understandable, considering the keenness of international top competition today.

This, in a way, is a challenge to develop TRIM activities based on these specialised competitive sports. The sports clubs — the real platform for all forms of sport — may need more time to cope with an extension of their traditional field of activity, but we can afford to take that time.

With these reservations — which must be taken seriously — we can confidently state that our internal co-operation is developing in a very satisfactory way. New tasks are tackled daily, with impressive imagination and initiative, and slowly but surely the whole country will be served by active units turning proposals into activity.

Municipal authorities — 451 of them in all — are very important partners in our joint efforts. Their participation will mainly take the form of making sports and training fields and other venues available, and of co-ordinating activities in the district.

So far we have considered the two main components — sports organisations and official authorities. But TRIM doesn't stop there. A great number of other units and organisations also take part — on an informative or an active level — and so do groups and individuals all over the country. The main thing is to get the jobs done — no matter who does them. Two more questions arise in this connection : How do we finance all this, and what are the results so far ?

The first point is no great problem at this stage, once an understanding has been established and the way the project has been launched. The central TRIM committee have at its disposal this year about half a million kroner — some 30,000 pounds sterling, or 70,000 dollars or 300,000 German Marks, most of it earmarked for information purposes.

The money comes from that part of football pool profits which is alloted to the sports organisations. In addition, substantial contributions are made to sports and training fields, regionally and locally. Finally, the participants themselves contribute something, like in any other hobby.

Results will not be measured as a sum total of the distances recorded by hikers or skiers or bicyclists during special events. Nor do we count the number of badges awarded or participants passing the tests. Although we have noted a marked increase in the membership of sports clubs, this is not our main goal, for the time being.

The important thing is the fact that the word TRIM and the idea have become part of our everyday life and language — for a steadily increasing number of people. This is far more fascinating than any statistics.

TRIM has already branched out, to other Nordic countries and to the Continent. Now we hope to extend it further, with the clear and obvious understanding that it must be adapted and adjusted to different conditions in different countries, just as we had to do it in different districts in our little country. We make only two stipulations : that any changes of the TRIM figure itself must be made only with the consent of its creator, and that the TRIM idea must never be connected with any commercial interests.

Wherever TRIM goes it will carry with it three forms of a challenge : *Co-operation’ voluntary efforts* and *smile.*

CHAPTER 5

TRIM : WOMEN AND THE FAMILY

by Wenche Frogn M.O.

Life in our modern society has brought us an increasing need for physical recreation and mental relaxation. The knowledge of this need and the belief that we have the means to satisfy it, has brought representatives of 14 Western European nations together in Oslo at the Conference "TRIM in Europe", 7-9 February 1969.

So far, we have concentrated on how to bring these means to public attention through central and local committees. We have mentioned a few of the larger groups of the population it seemed most natural to contact. Later, we shall discuss possibilities for co-operation with organisations in our own country, and with other countries as well.

The first two stages of the rocket have been fired off — the third remains.

Strategy

The strategy must ensure a safe landing. Shall we reach our goal ? Will our last decisive appeal reach everyone ? We envisage a direct line through our mass media (radio, TV, the press etc.) — from the central administration and stimulus into the home of every individual. This is our target. But how will we be received ?

We are all so different, each with characteristics which determine our interests, and abilities which decide our ways of acting. How can a general appeal engage everyone ? By contacting social groups such as vocational, age or sex groups, we can cover peoples' special interests. We reach a limited number of individuals and often come across the same people in different groups — while others never meet our appeal.

However, there is one group which stands out very clearly, a unit around which our entire society is built — the *Family*. It is in the family circle in the home that our mass media contacts the individual.

Our aim is to make our TRIM proposal so comprehensive and adaptable that everyone will be attracted to some form of activity. Through stimulating projects for the entire family we most likely reach nearly everyone. Of course there are the single people, but there cannot be many without any family connections at all. Perhaps, too, shared activities with friends or neighbours could create a sense of belonging similar to that within families, so that being single does not necessarily mean being lonely.

Our strategy is directed at the family because in this way we reach the individual in a particular situation common to most people. We also believe it is very important that individual family members stimulate each other if on eor the other begins to lag behind.

Our bombardment of the family with all possible information about TRIM is not just because we think this is the simplest way to reach the entire population, but because we are convinced that joint family activities are the best form of TRIM we can offer. We are thinking here of our mental well-being, as well as physical.

Last but not least, we believe too, that the family as a unit today needs an offer which will hold it together, as an alternative to work and leisure pursuits which separate the family more and more from each other. We have even come so far that discussions are being held as to whether the family unit has outlived its function in modern society.

Let me consider this a little more closely, as it forms the background for the strategic course we have chosen. When we study the development of family life from primitive society to our industrialised times, we see immediately that the family in urban society has very few tasks left. In a way one can say that this has been a fortunate development. At one point in history women were responsible for the support of their families, while the men trained in the use of weapons. We find a parallel to this in exaggerated sports amateurs, where the husband travels around to competitions and training camps, while his wife supports him.

Today we buy most of our everyday needs. Housekeeping is simplified to such a degree that leisure will soon be a problem. Technical appliances are gradually taking over tasks requiring manual labour. The individual no longer needs to cope with a number of tasks which formerly helped to keep his physical condition at a satisfactory level. I can see the advantages of this development, but I can also see the disadvantages, if we do not find a satisfactory compensation for what we are losing.

More and more of a child's upbringing takes place outside the home, which also contributes to separate the members of the family from one another. Rarely today do we hear of children following in their parents' footsteps. Many children have only a vague idea of what their father really does. When the mother also works outside the home, a situation which is becoming more and more common, very few possibilities are left for family life.

Leisure time, too is mainly spent outside the home — at movies, the theatre, restaurants and in clubs. Moreover, our leisure time is spent more and more passively. TV and automobiles have contributed largely to this. The family of today has only three functions. It provides joint housekeeping, a common roof and a certain regulation of sexual connections.

In spite of this extrovert state, most families live as a close unit, isolated in their home. Everyone is entitled to his or her private life, but there is also need for an extended inter-family contact. Family TRIM may be a solution to neighbour problems.

The children become more isolated, too, when living quarters tend to come ever closer together, while playing fields shrink and disappear altogether. Kitchens become playrooms. It is therefore very important to preserve the open spaces, fields and playgrounds, and to plan new sports fields in residential areas. We'll take up the problem of family-favouring buildings later on.

We could discuss at length the regression of family life, parallel with the progress of industrial development. But certain examples of progress are very obvious, such as the marked improvement in the position of women in our society. This brings me to the next point in this introduction, our way to bring TRIM to the families.

Our strategy was based on the *woman*.

If you want to obtain something from a firm you apply to the person in charge. We did the same when applying to the family — and the woman became the natural starting point, being the family centre and decisive influence. Time has shown that we made the right choice. Women have been among the first to grasp the idea and the keenest to transform it into activity, — the most important links in our chain.

The feminine influence in the central TRIM committee — 4 out of 10 is quite impressive, considering that feminine representation on the boards and committees of our sports organisations averages about 5 per cent. We have also insisted that in all our courses each district should be represented by an equal number of each sex. That way we got 44 women among our 93 TRIM contacts. We stressed that no woman should become a representative *because* she is a woman, but because she, as a woman, possessed qualities which might be useful. The request was ability and quality, whether in a woman or a man. This created a demand for qualified women.

In Sweden only 36 per cent of all women between 35 and 40 years belong to some organisation, only 6 per cent to the sports organisations. About the same percentage had belonged, but left during youth, but in the case of the sports clubs fully 46 per cent had left! I think the figures for Norway are about the same. In other words we have a large, passive reserve of womanpower, and thanks to technical developments many of them have time to spare. There are many of them who feel the need to establish new contacts outside the home and to realise themselves through new work, new challenges. Any organisation would benefit from an association with this reserve.

We want to get in touch with these women, because we believe that TRIM is an excellent field for their activities to start with, though not to stop. *Through* TRIM they can be engaged for new tasks in our competitive sports. In all sports in Norway there is a growing demand for women.

These women need an extensive educational service to become instructors and administrators, and most of them will be trained as leaders of housewives' gymnastics groups, children's training, exercise for old-age groups, and exercises for factory workers during recesses and lunch hours.

We don't want to isolate sports for women, but we feel the necessity to enable women to qualify through a system of courses adapted specially for them. This way we hope to let women into the administrative institutions' planning activities — thus introducing more concern for specific feminine needs. At the same time we try to contact former active female athletes who have now become passive and in typical feminine fashion retired from sports premanently and entirely. All the valuable experience which they have achieved throughout their active years should be made useful for budding athletes as well as for their contemporaries and elders through TRIM exercise groups. In any case they will be asked to contribute no more than a fraction of the time they spent on active sports.

To get in touch with women we have appealed through the housewives' organisations by means of our folder, and through the women's magazines. Women have also contributed to the TRIM TV programmes — even an all-feminine 30 minutes' anniversary programme ! We want to show women in action, to demonstrate to other women that it can be done — and more important — that it can be done with style and charm.

The effect of a good example is great, and through constant small applications of the good example medicine we hope to change the traditional view of woman as a physically weak specimen, without a development into a warlike amazon.

At the Council of Europe Conference in Stockholm in the autumn of 1967 the purpose was stated as follows :

" To outline a framework whereby sport for women could be fitted into the wider general context of the *Sport for All* programme which the Council of Europe plans to put into effect. "

We believe that the answer to this study is — TRIM.

A Swedish poll among sports-motivated youth showed that the boys preferred team games and competitive activities, while the girls were more attracted by more artistic forms like dancing, ballet, gymnastics etc., where the competitive element is less prominent. Maybe through TRIM we can find more forms with a stronger feminine appeal. Woman needs a wider spectrum, more alternatives to competitive sports. We have seen proof that women become engaged in sports activities through TRIM — and we believe that female sport thus can be incorporated in the efforts to creat *Sport for All.*

Our aim in this context was not to aid female emancipation, but to make sports more easily adaptable to women, to introduce TRIM through women to the family.

In our country — as I have stated before — the woman is the main figure. No man, however prominent he may be, becomes chief of his own household, if he is wise. The wife determines the setting and the rhythm, establishes the pattern and the habits, takes care of the children from the earliest age. Therefore she — and she alone — can institute those habits which may include a certain element of TRIM, as naturally as sleeping, waking up, dressing, or eating.

The wife usually has more time to share with the children, and more opportunity to make them start their sports activities. The children will remember her example, and she herself will keep younger by maintaining her own physical standard. However, children are often inclined to oppose their parents' interests and inclinations, and so the proposed activities must never have an element of enforced duty. Voluntary effort is the basis of all sports and the enjoyment of them.

If good TRIM habits are indoctrinated from the very start, based on parental examples, they will hardly disappear in juvenile years. They will also serve to iron out differences between generations. This works both ways, as parents encourage their children, while the youngsters challenge mother and father to win the battle against laziness and procrastination. If we are to reach our goal — to make TRIM a habit — we must get into the homes where habits are formed, into the dinner table conversations, the daily routines, the planning of holidays and leisure.

Some may object that it is not true that women have more spare time now, compared to the past centuries. Emancipation has created a desire for financial independence, which in turn has led women to take jobs outside the home. But why should only women hold down two jobs ? Male emancipation — the husband's right to take part in housework — would give the family more time for joint TRIM afterwards.

Although we Norwegians claim to be a sports-minded people, the sporting activities have long been a privilege of the husband and sons of the family. The wife was baby-sitter — cook — maid—while the men enjoyed their sports. She worked the hardest when the other members of family were on holidays. But now women must understand that their opportunities for recreation and sports should be the same as those of the rest of the family. Through joint TRIM activities they can combine their need for physical exercise with their need for contact with husband and children.

Women are obviously the natural organisers of TRIM activities in the family.

But what can we do to organise the ideal family TRIM ?

Let us divide the available forms into three main groups :

1. Open-air activities.
2. Community centre activities.
3. Home activities.

I'll deal briefly with some of these activities, most of which have been known and practised extensively long before TRIM was ever mentioned.

We hope to collect and catalogue all these forms of sport under the joint TRIM symbol — to make them known in all parts of the country — and as an organised sports group to present the entire population with a collective proposal.

The geographical conditions in Norway make open-air recreation the most ideal form for TRIM, and it is therefore natural for us first of all to stimulate families to make use of nature's own gymnasiums — where one experiences both physical and mental outlet in the fullest sense. Strange as it may seem, many people still haven't discovered what riches are to be found in our open-air spaces. Our mission will be to get people to see and to feel what open-air life can be for them.

There is no reason to go into details here, as conditions in this respect vary greatly from country to country. Moreover this point has been taken up before. But I would just like to mention that we consider it important that nature is accessible to families. Cars may be necessary to reach open country. From there they can follow marked trails, paths and planned routes. It is very important in a country where darkness is longer than daylight several months of the year, to have flood-lit trails for skiing. These can serve double duty as TRIM trails in the summertime. Newspapers and tourist organisations co-operate in setting up special trips every week-end, with arrangements along the way for families to take part in. Quite a few outings are planned throughout the year, designed to draw families away from their living-rooms to discover the countryside around them. In this respect the organised town hikes have been a great success. The idea is to cover a certain distance over a hill or a nearby mountain — or through a designated part of the woods. Every member of the family counts as long as they complete the distance — and this competition takes place in cities and towns all over the country. Last year's winning city registered a 50% participation among its citizens. This is a one-time project and its only purpose is to make every family aware of their natural surroundings, to prove to themselves and their neighbours that they can manage the trip, and it is hoped that they will be so enthusiastic that they will repeat the trip next Sunday on their own. Proficiency badges, distance badges for skiing and walking, merit badges for local knowledge to spread traffic to less popular areas, all stimulate families to further activities. Very small children can be taken along in father's knapsack or on a sleigh (*pulk*).

National competitions with our neighbouring countries in swimming and skiing are popular — as there is nothing the average Norwegian enjoys more than to take part in beating his Scandinavian neighbours. Tobogganing is a favourite family sport in Norway, and so is also skating on our rivers, lakes and frozen fjords.

Pathfinding (with map and compass) in the summer months is a top family favourite. Boating has always been popular, and canoe and kajak paddling as well as rowing and sailing are fine family activities. Fortunately we still have quiet forests roads where families can bicycle together, combining a TRIM outing with fishing or gathering mushrooms or wild berries. Even reforestation has become a family project. Camping grounds have also become very popular with Norwegian families during the summer, and last year TRIM buses were on the sport with specially trained instructors and ample TRIM information to organise ball games, gymnastics on the beach etc. When a few take part, others follow after. The next point is activities in residential districts.

Compact urban building is a fact. Large residential areas eat up our green spaces, and hardly leave a green spot where children can play.

By planning large areas which will be used for housing, lots can be set aside for sports facilities, playgrounds, parks and an open corridor to outlying natural surroundings. Sports facilities in the cities must be open for families — but until now, there have been so few of them that there has hardly been room for the active competitors. We have had Family Sports Days and set days for taking proficiency badges in various forms of sport, but there is a great need to use these sports centres more frequently.

There has been more and more demand for setting up " TRIMinaler " in housing districts, easily accessible to families, where they can have a shower of steam-bath after sports activities, where there are facilities for playing badminton or table-tennis, opportunities to try out the gymnasium apparatus or test their physical condition. A TRIM room should be just as much part of an apartment block as a laundry. All large blocks have compulsory air-raid shelters, and these are being used for TRIM in several places. "Mother and Child" gym groups are excellent, though we have not come that far here in Norway. Family classes have been tried out.

Participation competitions between suburbs, local districts etc. are always stimulating and increase a feeling of fellowship. The aim is to make physical activity — TRIM — a natural part of modern city-living.

However, there is no doubt that all family TRIM ought to start in the home, perhaps to begin with a joint effort toward upkeep of house or garden. Family participation in gymnastics programmes sent over the radio or on TV is very worthwhile. Parallel bars, rings for gymnastics, a horizontal bar or a skipping rope, are equipment which can be fitted into many homes.

After indoor activity comes the urge to go outside. A walk is an excellent family routine. " Take a walk first " was a national slogan a couple of years ago. It was launched in connection with the 100th anniversary of the Sports Association. People walked to work, to their clubs or to meetings. This way you set a good example for your neighbours. Our hope is that TRIM in the family will spread in ever-widening rings out to whole population, providing activity everywhere.

But we must not forget that this activity must be voluntary, and that its primary purpose is to create enjoyment.

It must not be a duty.

Our proposal must not come in the form of an order.

Our promotion must not be nagging.

Our purpose is not only to make people stronger, not just to enable them to live longer, and healthier, but to increase their enjoyment of life.

I would like to conclude my lecture by quoting a few lines from the Council of Europe's declaration on sport, as its content define so clearly what we believe that TRIM can mean for families and the homes :

"*Sport for All* has something to contribute which goes far beyond the purely physical field. We think, in fact, that sport can make an essential contribution to the development and expression of personality and the preservation of the human element in a mechanised civilisation."

CHAPTER 6

TRIM IN THE FUTURE

by Karl Evang M.D.,

Director of the Norwegian Medical Services

If you were asked to define TRIM, you might do it in various ways.

You may define TRIM as a more or less systematic, but always regular and individually adapted amount of muscular activity added to the routine tasks of daily life.

Or you might say : TRIM aims at including in the daily behaviour pattern of modern man : female or male, young or old, healthy or less healthy, a planned, intentional and pre-estimated dose of muscular activity. You may do it in many other ways, but this is the basic idea. Now I use the term " muscular activity " and to save time I am going to continue to do so throughout this contribution, although I am fully aware that by doing so I run the risk of being badly misunderstood in the same way as the TRIM action has been and still is badly misunderstood very frequently by the general public.

What do I mean by this ?

We all know that you cannot very well use your muscles without involving at the same time your nervous system, meaning your central as well as your peripheral nervous system, and let us widen this by saying that you involve your conscious as well as your autonomous nervous system and subconscious layers also.

Further : You cannot very well use your muscles without involving the respiratory system. And what about the circulatory system, heart, blood vessels, cell fluid ? But we must also include the hormonal system, the metabolic system. In short you cannot move your muscles without involving in fact your whole body and mind, including your so-called personality. It will take a long time until this is fully realised by people, and therefore TRIM is a long-term project.

I have been given the somewhat difficult task to deal with TRIM in the future. Let us start by asking : Is there a rationale for wanting to include or to add such muscular activity to the routine of daily life, to make it as indispensable as washing your hands or brushing your teeth ? We all know that even if there happens to be such a rationale, in other words even if you had rational and absolutlly irrefutable arguments, you might not succeed. It would not be the first time in the history of mankind where man behaved irrationally — on the contrary. But at least if there was such a rationale you had the chance of succeeding.

On the other hand if a rationale did not exist, the thing was doomed from the beginning to die in the future, probably even in the near future. It might catch on for a short while, anything new is new, mass media are interested in sensations and news regardless of whether they represent values or not. By the way they are not interested in things which are important if there is no news value in them any more and no sensation value. We have already experienced that to some extent with the mass media in Norway as far as the TRIM action is concerned.

And now back to the question of whether there is a rationale for TRIM. Are we able at the present time to point to facts, to scientific data on which we can safely base the work for TRIM in the future or which at least give reason to believe that we are fighting for a good cause ? Let me first recall a few elementary facts. We have heard much about the inactivity of man in present-day society and we all know the three key words in this respect : urbanisation — motorisation — industrialisation. I will not elaborate too much on this, but just remind you that the planners of the future, altkough they disagree on many points, seem to agree that around the year 2000 about 60-65 per cent of all people of the world will live under urban conditions, and about 2500 the estimate is that between 80 and 95 per cent of all people will live under immobilising urban conditions, with the present growth of population, that is. Now even if you cut down to some extent the growth of population it may change your figures a little up and down, which is irrelevant in this context. And remember, this immobilisation takes place from childhood. The big city has no place for children.

Architects of course and town planners are now trying their hands at beautiful cities of the future. You may have seen many such plans, but in life no such idea has as yet been spelled out in buildings, streets and playing grounds etc. The very weight on the one side of the population pressure and on the other side of economic considerations will, I think, prevent this form happening, with perhaps the exception of a few areas. Or does one imagine that Calcutta, Yokohama, New York, London or Paris can ever be remodelled to give their inhabitants the possibility of what might be called a more physiological life ? The title of a lecture by a famous architect and town planner, C.A. Doxiadis, at a Ciba Foundation Symposium in 1967 was well chosen : "The Inhuman City ". TRIM means to create the possibility for a more human-like life, even under the urbanised conditions which the future will offer the majority.

Let us dwell for one moment on the immobilisation of the child, because this in fact goes far beyond the immobilising effect of the city. There are many critical turning points in the life of a child, and psychiatrists, psychologists, sociologists etc. are fortunately paying increased attention to this. One turning point which interests us in this connection is the moment when the child starts in elementary school, first grade. The child is as you know active by nature. Everyone who has tried to follow a pre-school child in its daily muscular activity will have a tough time. As a matter of fact, even the trained athlete trying to copy a three-year old child — such experiments have been carried out — may have to give up after three or four hours.

The critical moment in our civilisation is when the child enters first grade of elementary school. This happens in Norway when the child is seven years of age. Up to this very moment girls as well as boys have been very active bodily. From now on they are all of a sudden in a completely different world, a world of immobilisation. In the morning, before you have had any exercise you are picked up by the school bus, or sometimes driven by your parents or neighbours to the school. It is too dangerous to walk in the traffic, the climate in many places is unfavourable and so on. During school hours you sit at your desk most of the time, then again back home with the bus, car, tramcar etc. You eat, you have all these things to read, to write, to prepare for the next day, and then there is radio of course and television, and comics and magazines to read, also it is getting dark, you are tired, you have to sleep. No wonder that many children become restless, maladjusted, nervous, sometimes even depressed during this period. It is therefore of fundamental importance that TRIM should start with full impact already at this very moment when the immobilising effect of school starts. This is now being gradually understood in this country and remedies are under preparation.

But one might ask : How would it be possible to find time in the city of the future for muscular exercise and what about the cost ?

TRIM has the advantage of costing nothing or very little, and the programme is adaptable to every situation.

Under certain circumstances planning for the future can also help in a direct and concrete way. Around Oslo we have an uninhabited forested area, with hundreds of small lakes, brooks, hills, up to 2,500 feet, with highly varied fauna and flora, deer, moose, fox, birds, trout etc. Believe me or not : we are at present fighting a losing battle to preserve this area of unspoiled forest as a recreation area. Here we have a chance of including in the metropolitan area of Oslo — which around year 2000 will house 1.5-2 million people, 3 or 4 such areas in the west, in the east and in the north. If we succeed city dwellers can very easily with little loss of time and money get into this areas hiking, skiing, fishing, bathing, picnicking etc.

So far surprisingly little public interest has been mobilised, and the process of denaturalisation is going on. Roads are being made for transportation of timber, drainage is being undertaken, unwanted types of vegetation killed by chemical dropped from planes etc. Serious and responsible men speak of how much money they can make out of the forest by cutting trees at the right time and in the right way. They speak of the biology and ecology of trees and seem to have forgotten that the biology of man should have priority, at least in a forest of this location.

Our next key-word in this world of immobilisation was motorisation. This term, however, must be understood in a very wide sense. It means the substitution of the muscles in the human legs and arms and parts of the body by machines : cars, buses, tramcars, trains, planes, elevators, moving stairs, maving sidewalks. Not to speak of motor-driven lawn mowers, motor-driven snow ploughs, skilifts of all descriptions, outboard motors even for the smallest boat and so *ad infinitum*. And motorisation does not only mean immobilisation. Professor Richard Weinermann of Yale University in U.S.A. has declared the car as the enemy no. 1 of man : it contaminates the air you breath, it kills and disables a growing number of people and it inactivates.

Let us turn then to *industrialisation*. Again we must speak in a wide context. It means the technological development in all forms of productive life. Chaplin once spotlighted the conveyor belt and ridiculed that thing in a beautiful way. But the conveyor belt of the 1930s is just child's play if you compare it to the present situation including automation. There are in fact very few professions left where you are allowed to use your body. Lumbering to some extente, yes. Fishing — yes. But even in agriculture or transportation you are highly immobilised. You are in fact during your productive hours prevented from using your muscular apparatus.

Now some physiologists have asked the question : Perhaps man is a " sedentary animal " ? Perhaps this is the normal situation ? Perhaps this is what we should aim at and what we are thriving by ? If that should be true, of course TRIM is doomed in the future. That is if it is normal not to use your muscles, if you do not need it. But most people do not feel like this. Attempts are now being made all over the world to collect scientific data to prove the beneficial effect of muscular activity on health and well-being. Due to the complex situation in which modern man lives and the many factors involved, this is not easy.

On other hand there is a wealth of subjective experience. Some of us for example have to work under very stressing conditions, indeed frustrating conditions from the morning to the early evening, and we may leave the office exhausted and confused. We feel empty, tired, dead tired, and there is still a lot of work to do in the evening. There is a dictaphone on the desk at home, unfortunately, and we know that there may be one or two hours' dictation to do before we go to bed, if we are not going with a very heavy load on our conscience instead. Personally I am very often in this position, many people are, an increasing number I should think. Now many of us have made the experience that if you are able to put in after being dead tired an hour of strenuous muscular activity, you are relieved, you are rested, you can work in the evening without difficulty. My own formula is an hour of tennis at the end of the office day ; others prefer to take their exercise in other forms and at other hours.

What happens on such occasions to your body and mind ? We do not know yet. The future I am sure will know why muscular exercise under such circumstances is felt by many as a mental as well as physical catharsis. We may wonder of course why study of the effects of muscular activity has been such a Cinderella in the field of research. There are other fields where we can understand this position, say for example human reproduction also plays the role of Cinderella in research, but many emotional, religious and other factors are involved. Here that should not be the case, and nevertheless we know too little.

The star athlete may be a case in point. Today we pick some of the best specimens which are being produced and try to make them top athletes. Who is undertaking this ? The scientist ? No, mostly an amateur, a so-alled trainer or coach, with his specific, self-invented system for training, recruits the athlete. Does he know what he is doing ? No. Does he know whether he can bring the athlete up to top function at a given day or week of the year ? No. He is only hoping he can do so. Experience demonstrates that even the top man may all of a sudde ndrop out. One day he is good, the next he is not. To explain the unexplainable one always invents words. If an athlete trained to optimal results falls badly behind one day, the trainer and the newspapers will tell us that his "day form" or "day performance" was not up to standard, but today no one can tell us why. Mental factors perhaps, or biochemistry, hormones and enzymes ? Again words, because all mental processes have a biochemical basis.

But let us not speculate on what is happening to the star athlete. This is not what TRIM is aiming at. We are trying to introduce what might be called " normal " muscular activity.

Let us approach the subject from another angle.

During the last 30-40 years there has been a drastic change in the relative importance of causes of death, especially in technically and economically developed countries. Communicable diseases including tuberculosis topping the list of causes of death in the days of our parents, have now lost their leading role and have been substituted by heart and circulatory diseases. Thereafter follows in most countries malignant tumours and thirdly violent death by accidents in the home, during leisure time, in traffic and in industry.

The dominating role of heart and circulatory diseasls is causing growing anxiety. Norway has to some extent been lagging behind in this tragic development in Western Europe. One of the leading scientists in this field, professor Morris from Great Britain, visited Norway to try to find out why there was so relatively little heart infarction in Norway. This was about 15 years ago. His theory was that it must have something to do with the diet. Perhaps Norwegians were taking little fat ? He was horrified by getting the figures for fat consumption in Norway. So he looked for other causes and the only thing he found in which we differed from the population in his own and some other Western European countries, was the amount of muscular exercise. Whether that meant anything of course we do not know. Gradually we have joined other Western European countries in this " death march ", and last year about 50 % of all deaths in men in the age groups 45 and above were caused by heart and circulatory diseases.

The result is that in Norway for the first time in many, many years the expectancy of life for a boy is going down. Since the turn of the century we have added a little more than 30 years to the average life span of a Norwegian and now this trend seems to change. It is easy to demonstrate by analysing the figures that heart and circulatory diseases are weighing very heavily. To give an illustration of the difficulties we are facing in the future, trying to identify the various factors, let me present a minemotechnic list of letters which was given to me by a well known American epidemiologist, Eixenberg. He used them to remind himself and his students of the seven more important groups of causes involved in heart and circulatory diseases :

S
S
H
O
H
A
D

The first S stands for Stress, the second for Smoking, meaning excessive cigarette smoking, the H stands for Hypertension (high blood pressure), the O stands for Obesity, the next H stands for Heredity, because obviously there is a hereditary factor involved, A stands for muscular Activity and D for Diet.

Factors suspected of playing a role in the causation of heart and circulatory diseases may be presented in other ways. That is not the point. The point is to illustrate the difficulty : *the multiple causation*. There is always multiple causation, nothing in the world is caused just by one factor. One of the great difficulties will be to train future man to think in biological terms, in statistical terms and in terms of multiple causation. Although millions and millions of dollars and pounds and roubles and all sorts of moneys have been invested in the study of the relative weight of these factors, no final conclusions have as yet been reached. We are constantly being asked by housewives : How can I protect my man from dying from heart infarction when he is fifty ? We have to answer that we do not know, we cannot give a recipe. However, we can do something. We can advise on certain types of behaviour which certainly *do not harm* and which *may help*. One of them of course is muscular activity.

Here there is reason also to underline the close interaction between the factors mentioned above. Inactivity of course leads to obesity, obesity, carrying around too much fat, statistically means increase in blood pressure. Certainly the life pattern which the obese person develops also encourages indulgence in food, doesn't it ? All this together creates a stressing situation, which again may lead to excessive smoking. Or we may take it the other way. A person who is smoking cigarettes too heavily and is convinced by TRIM to start muscular activity, easily finds out that he can enjoy this much more if he cuts down from 30 cigarettes a day to 20, to 10 to 5.

On the whole let us never forget the interaction, the "two-days traffic". The trained psychologist and psychoanalyst will of course let his patient talk. He may analise his dreams and so on. But he will also let him walk, dressed and also undressed, at least in part. He takes a look at his respiration. The neurotic, the unbalanced, the inhibited person reflects this in the way in which he uses his muscles. This is very well known of course and if you from this platform takes a look at the people in the street in a good European city with a high standard of living, with beautiful clothes, and make up, you get horrified. It is in fact very seldom that you see a person who is walking normally. Well, you might say, we do not pretend to be normal. We agree that we are all to some extent handicapped. We all feel that under certain conditions we might produce better things, but for some reasons we are not always our best.

Well, here again we have to accept the two-way traffic. In many parts of the world, including Norway, some psychiatrists were laughed at when they contended that they could improve the mental situation of a person by making him use his muscles better. This has now been proven beyond doubt. Everyone can make a little experiment on himself. If you smile, really smile and continue to smile, you feel happy, you feel how the smile penetrates from the surface to the inner parts, and nevertheless it is just the muscles in your face which starts the smile, isn't it ?

This principle has very wide applications. We are just starting a number of experiments in this field in Norway. In fact this has been going on for many years, but only now a systematisation is taking place.

Physical exercise is used as a remedy in the therapy of physically and mentally handicapped individuals. It started in fact with a " crazy " blind person arranging for a 27 kilometres cross-country skiing competition in the mountains, 3-4,000 feet up. After a few years, by the way, 27 kilometres was a little too short, so now they have also one competition over 50 kilometres. A training and rehabilitation centre for the handicapped is now being built in this area and will open next year. Here we want to study scientifically the relationship between physical exercise and other functions. To what extent is for example mental retardation of the physically handicapped a result of their physical retardation. To what extent can you stimulate the brain (meaning the personality) by giving people who have lost both legs an opportunity to use their muscles again ?

We just had a large sports competition in the southern part of Norway for mentally retarded children and youngsters. Most people went there with great scepticism. This was just another " play with these poor children ". I have not heard any person returning from this unique sports event without telling that he had experienced something which he never would have believed. The very competition, the use of muscles released untapped resources in this mentally retarded group, also mentally many of us have seen enough to be convinced and in some years we hope to be able to produce data.

However, if this is true for the somatically and mentally handicapped, why is it not then true for us, the so-called normal ? This is a very unpleasant question, since I am afraid we have to admit that most of us are physically handicapped, in that we are not up to what you might regard as reasonable physical standard. This is some of the basic philosophy behind TRIM in my opinion.

But we can go even further. Take the so-called " socially handicapped " youngsters who have run off into aggression, frustration, juvenile delinquency, narcomania and other a-social and anti-social attitudes. Let me mention an example. Up in the mountainous centre which I mentioned and where the ski competitions for the physically and mentally handicapped take place, courses are run for the blind and other physically handicapped in the summer, including the study of plants and animals and also taking riding courses. As an experiment a group of the most difficult a-social and anti-social boys, given up more or less by everyone, were brought up to assist during these courses. They were all sloppy, out of physical form and this was very strenuous. Each of them was given the task of leading the horse with the blind person on its back. Now, this combination of muscular activity and responsability — that they could be used for something, that someone relied on them — had a magic influence on most of them. Not on all .Some were irreparable, but most turned positive. One of them made a very interesting remark when he was asked about what had happened. He did not like to talk about it, but finally as if to excuse himself : " The horse ", he said, "The horse behaved differently because there was a blind man on its back — how could I let the horse down ".

Even for a tough guy it is of no consequence to be kind to a horse.

This is of course just an example and does not tell much. However it demonstrates possibilities. There are openings where TRIM comes in.

Sometimes when I have close contact with some of these youngsters, especially those who have started to use narcotics, we may succeed in getting into a direct and open dialogue (youngsters in this country who go for narcotics mostly use cannabis in the form of marijuana and hashish), I tell them that of course I have to accept the fact that there is a widespread and deep human need " to be different ", to change your sensory perception. We find that even in the most primitive societies everywhere in the world. But I continue — why for God's sake should you use destructive methods for this, why not try the physiological methods. Have you ever tried, I asked, to get completely exhausted ? In fact if you do, you find all of a sudden that your mind changes, your sensory perception is different. You have become less sensitive to certain things, more sensitive to others. Or I ask them, have you tried to get up early in the morning without taking any food and enjoy sunrise at two o'clock in the morning — you can do that in Norway — but most people never did. Or try to fast for a day or two, taking reasonable muscular exercise during the same period. TRIM must be made exciting, tempting, with a dash of mystique, and you can do that in our days by stressing the close relationship between body and mind. There are too many people who are interested in improving the mind without doing anything with the body. If you can convince them that this in the average individual is impossible, the battle is won.

Let me finally touch upon the types of resistance to TRIM which you may expect in the future. Since TRIM means a break with conventions and traditions, there is a wall of resistance. Partly we are here paying for the exploitation of human labour over hundreds and thousands of years. Unskilled labour, poor farmers and lumber men were at the bottom of the social structure, working hard. Social and economic improvement, all this meant to get away from using your muscles. It is interesting to note that when the sports movement started in Europe, it did not recruit from labour or from the lower social structure at all, it recruited from the British aristocracy. Only after a long period did it become acceptable to society as a whole and also to " lower " groups. Now of course a complete change has taken place in this respect.

But these traditions and conventions will create doubt, hesitation, rejection and downright opposition as far as TRIM movement is concerned. Here in fact is a fruitful field for psychological and sociological research. Obvious parts of this negative attitude is based on deeply rooted tendencies to laziness, others on bitter historic experience. Some arguments against TRIM are quite funny I would say. Sweat for example has become something which is not *comme il faut*. Deodorisation — meaning neutralisation or removal of the normal smell of human beings — has been commercialised to an incredible extent. I was told a few years ago by a friend in the advertising business that in the United States about 1/3 of all American men were using one of these deodorating sticks, but, he said, we are quite sure that we can reach 2/3, and in ten years from now they will all have to do it. I am afraid we all underestimate the power of pressure advertising. I have met many people who are frightened by the very thought of sweating, they think it would be offensive. The most difficult thing to overcome in introducing TRIM is in fact the inertia created by traditions and conventions.

As we have seen during this conference there are many ingenious ways of breaking the resistance. Sometimes I make a simple approach to people who are a little too fat. I remind them that there is good evidence to support the view that it is dangerous to carry around too much weight in the form of fat, but there is no evidence that it is dangerous to carry around overweight in the form of muscles. As a matter of fact to cut down on calories to get the slim line, may produce from the nutritional point of view a diet which is not fully satisfactory. It is easier to create a good and tasty diet if you have an estimated dose of muscular exercise every day. This can be spelt out in calories or in chocolate bars if you like. That muscular exercise reduces the cholesterol level of the blood is well established.

Less frequently one meets with direct opposition and warning. Just recently one newspaper in Oslo brought a very strong attack on the TRIM movement by a professional trainer of top athletes. From those quarters you may in fact expect something of this kind from time to time. They will frequently draw attention, for example, to unfortunate incidents or accidents where politicians or other [illegible] who feel the need for being in the public eye — tempted sometimes by the very excellent [illegible] people we have everywhere around us these days — feel that they should take part in some form of football game or ski competition in spite of the fact that they are not trained for it. Sometimes of course it happens — although not very frequently — that someone drops dead in the field, ruptures a muscle etc. Such arguments are of course easy to meet : TRIM is not in favour of this, TRIM is just the opposite, TRIM means to warn against this unprepared-for type of muscular exercise. TRIM means in fact to condition you for meeting situations where you sometimes must undertake even strenuous muscular exercise to save your life. Personally I have found this a very powerful argument for TRIM ! You may fall into the water and have to swim to save your life. You may have to run to save your life or you may get influenza with high fever. All these situations represent an acute crisis for your heart. If the heart muscle is not trained, it will fail and the heart muscle can only be trained by using other muscles in the body.

What some of these professional trainers seem to forget is that what they are trying to do is completely different from what TRIM aims at. They are trying — as I said, without knowing exactly what they are doing — to bring selected specimens of the human race up to top results as athletes. They are aiming at extremes, at things which are not normal, in the sense that a majority of people reach it. This has of course nothing to do with TRIM which is trying to introduce muscular activity at what you might call a normal level. Professional trainers and other professionals in this field warning against TRIM on a whole seem to forget that a reasonable amount of muscular exercise is a *normal function of man*. Of course TRIMMING of a large number of people will increase the number of individuals who may try their hands also in competition, which is of course perfectly all right.

Finally there is a note of warning which I think is important to consider when you are working with TRIM in the future. That is that we should always accept the wide range of normal variability ; we are different in all respects and this is also true for the human functions which you are talking about here. We should quite openly admit therefore that there are individuals who obviously do not need muscular exercise. We know people who can take their dose of morphia or opium every day and function in society. We know of men in high positions who have been drinking a bottle of whisky every day and smoking enormous cigars and nevertheless have contributed greatly to humanity and lived to a great age. You can never use these exceptional individuals as norms. You have on the other hand to accept them because they exist. I am reminded of the saying of Mark Twain, who once said : " When my friends blame me for not taking muscular exercise, I always answer : ' I cannot tolerate more muscular exercise than to participate in the funerals of those of my friends who have taken muscular exercise and therefore died too early '. " The range of normal variability is very wide.

Let me conclude : I started by trying my hand at one or two definitions of TRIM, speaking about "*adding to*" the daily routine an estimated dose of muscular exercise or of "*including in*" the daily pattern such muscular exercise. I think we are now ready to admit that the term "adding" creates misunderstandings. So does the term "including". What TRIM is trying to do is not to add or to include something, but *to re-introduce something which has been lost*. The terms which are being used are not unimportant. As soon as you switch over from " adding " something — which means an increased load — to re-introduce something which was lost, you may create another psychological attitude. People are not too willing to add something to their already strenuous life. On the whole we should not frighten. We should stress the positive aspects. Also you should be careful not to be too ambitious in the beginning, but start slowly. And then when a person — even only for a short period — has used his muscles regularly, something happens, he feels better, is easier to live with, gets out part of his aggression, sleeps better. One day in the street, in the home, hiking in the forest, he feels that he is a new, a better individual, he enjoys himself, experiences the unbelievable joy of *functioning well* — strangely enough a most specific human experience seldom described by poets. If this happens once or twice, the battle is won, the person has become a TRIM addict.

PART IV

SPORT FOR ALL IN SWEDEN

Report submitted by Sven Eklöw
on behalf of the Swedish Sports Federation

INTRODUCTION

In 1828 " Gymnastics " was for the first time on the curriculum of Swedish grammar schools. In the 1870s gymnastics had entered all Swedish grammar schools and there were two more facts that encouraged this development : the fight against the misure of alcohol and the growing idea of arming the people in case of a coming war.

In 1875 Stockholm Gymnastic Club was founded and in 1880 it was invited to England. Thus the Swedish club members came in contact with English sports which aroused their great interest. When they came back to Sweden they started to introduce sports or athletics, besides gymnastics, and in 1886 the first national competitions were arranged in Stockholm and Gothenburg. Running, high jump, long jump and pole vaulting were the main events but soon wrestling, football, rowing, tennis, weight lifting and swimming became popular.

After 1850 various great movements — religious, political, educational — began to spread over the country and the Swedish sports movement was probably influenced by these other organisations. It is certainly important to remember this when discussing *Sport for All* in Sweden.

Another thing to remember is the close connection between the change of the role of woman in society and the development of female sports, which encountered much prejudice in the early stages.

No doubt, physical exercise is today considered essential and necessary by the average man and woman in Sweden. One is no longer considered wicked if one puts on one's track suit or some other garment to do some "road work" in the evening before going to bed, or if one goes to a gymnastic hall or attends a jazz ballet course for housewives once a week. But of course many women think that they need no sport after a day of cleaning, shopping, cooking, gardening, looking after children and so on. However, practising regular physical exercise is accepted in Sweden today and in this matter people are encouraged by medical doctors, who say that although it cannot yet be scientifically proved that physical exercise helps people to avoid illness or to live longer, they know that people in good physical condition can more easily support illnesses and different kinds of medical treatments and that the period of rehabilitation will be easier and shorter. There are many other reasons for the increasing interest in *Sport for All* in Sweden as will be shown later in this study, but some of them should be mentioned here. Thus, the shortening of the number of work-hours has given people more time for different activities, and it is also clear that people feel they need an antidote to inactivity caused by too much motor driving, watching television or just sitting. Finally, people have found that indoor or outdoor sport is a good way for the whole family to be together : father, mother and children.

CHAPTER I

RESEARCH CONCERNING PARTICIPATION IN PHYSICAL ACTIVITY

During November 1965 — April 1966 a study was carried out by the Swedish Sports Federation to find out to what extent Swedish men and women practise some kind of physical exercise. 2,343 persons between the ages of 15 and 67 were interviewed, representing statistically five million Swedes. We give below a summary of this study and its results.

A. *Sport and the family*

Families were questioned to what extent they devoted their time to some kind of physical exercise. Replies revealed that 41 % of the husbands had been doing some sport during the previous year but only 27 % of the wives. This difference is easily explained as there are many more typically masculine kinds of sport than there are feminine.

The worrying fact about families is that no less than 26 %, i.e. 1.3 million people, had not practised any kind of sport during 1965. Considering these figures it is not surprising that 8 % had been ill in bed during the last two months of the period under review, i.e. about 400,000 people and of these more than 50 % had been away from work for under ten days and one third for over ten days.

B. *Most popular sport*

When the interviewers tried to find out the kind of physical exercises that the interviewed had practised *once or twice* during the *latest five years* they took no account of " walking ", unless it signified competitive sport, while " swimming " was taken into account whether people had been competing or not or whether they had been swimming a long distance or a short one. Cycling to and from one's job was also disregarded — only cycling as a sport was taken into account.

The " main " sports which been practised some time during the previous five years were :

1. Badminton	55 %
2. Skiing	51 %
3. Swimming	50 %
4. Gymnastics	45 %
5. Table-tennis	31 %
6. Skating, minigolf, association football (soccer)	26 %

(This means that 55 % of the interviewed people had played badminton at least once during the last 5 years.)

Badminton is of course played on beaches, on lawns in gardens and at people's summer houses.

It is surprising to find, from these figures, that about 50 % had not been skiing during these five years (usually we have 3 or 4 months with snow), 50 % had not been swimming and about 55 % had not practised gymnastics.

The next question was : have you practised any physical exercise on *more than five* occasions during the five years under review ?

The result was not very different :

1. Badminton	44 %
2. Gymnastics and skiing	40 %
3. Table-tennis	23 %

When people were asked how many of them had practised any physical exercise during the previous year (1965) the result was as follows :

1. Swimming	40 %
2. Badminton	36 %
3. Gymnastics and skiing	35 %
4. Table-tennis	19 %
5. Football	16 %
6. Skating	12 %
7. Running and fields events, tennis	10 %

A total of 78 % had been doing some sport during 1965. Why did the 22 % not continue to take part in sports ? 33 % said that they had no time, 27 % that there were no facilities for their particular sport, 9 % that they had been ill and another 9 % that they were no longer interested. Finally, 1 % said they could not afford it, 1 % that they were too old and 20 % that they did not know why they had stopped.

Another question : to what extent had people taken part in physical exercise regularly and to what extent casually ? 30 % considered they had taken part regularly and 70 % casually.

C. *What people would like to do ?*

It is necessary to know, for future planning, what kind of physical activity or sport the individual would like to practise and which he or she does not at present practise, together with the reasons.

30 % of the persons interviewed would like to do something they do not do now : any sport from tennis to karate.

The sports they were most keen to practise were tennis (18 %), gymnastics (12 %), skiing (9 %), bowling, golf and swimming (6 %). Why do they not practise these sports ?

35 % lack time
26 % lack facilities
14 % are ill or handicapped
12 % cannot afford it
3 % think they are too old
9 % do not know why

A closer inspection of the 26 % who lack facilities reveals that the interest in tennis in Sweden is greater than the number of tennis courts. 6 % of the persons interviewed would like to play tennis, i.e. about 300,000, and the corresponding number for bowling is about 100,000.

In all, 1.5 million people would like to do something new.

CHAPTER 2

THE BIOLOGICAL NEED FOR EXERCISE

Today there is much propaganda to point out the importance of physical exercise, and people's interest in physical activity is great even if it does not always mean that they practise a sport. But this propaganda only expresses general opinions and judgments. We take it for granted that sport or physical activity is good and even necessary for us, but there are blind spots in our knowledge of these things. The argumentation is often generalised and philosophical. Nevertheless, certain scientific data available from the U.S.A., England and Finland do show that people who practise some sport have a better chance of resisting cardio-vascular illnesses than those who do not.

To try to fill in the gaps in our knowledge of these problems, research work concerning *Sport for All* was started in Sweden in the beginning of September 1967. A group of fifty men, aged 35-50, will be studied by a research team led by Dr. Bengt Saltin, Karolinska Sjukhuset, Stockholm. The members of the group to be investigated all work at an insurance company. 56 persons were asked to take part in the investigation, which includes a period of eight weeks of physical training, half of the time being taken from work hours and half from leisure time.

The study will conducted in the following way :

All must first pass a test of physical condition and answer a few questions. This is done to find out their position on the scale of physical condition.

Next they must pass a thorough medical examination including tests to determine their maximum capacity for physical work.

Thereafter starts the period of eight weeks of physical training (25 sessions). At each session half an hour is devoted to pure physical training (i.e. strengthening the muscles) and ten minutes to some ball game (for pleasure). The participants are divided into four training groups and each group practises three times a week. As it is also important to find out how hard each individual works each time, electrocardiograms will be regularly recorded.

After the end of the training period the effect of the training will be tested by repeating the whole programme.

Through this research work Dr. Saltin and his expert group believe they will be able to find out the physiological condition of 40-50 year-old Swedes — i.e. their respiration, their blood circulation and other aspects of their physical condition. This part of the investigation will provide at the same time a sound basis of knowledge for hospitals, as the results will show actual variations of the normal state.

The investigation will also reveal what happens to the individual when he practises physical activity, in what way his physique and, perhaps as a consequence, his physical capacity is improved. The research group also hopes to be able to obtain precise information on the extent to which the average man can improve his physical condition by suitably adapted exercise. It is also suggested that the research group should attempt to discover which mechanism of the body — the lungs, the heart or the blood vessels — is the most important in this improvement process.

The investigation will probably give answers to a few other questions such as: what happens to people who before the training period showed signs of changes of the electrocardiogram during work or to people suffering from high blood pressure, and whether such anomalies can be eliminated by exercise. Members of the test group who have these anomalies will be carefully examined. If the anomalies grow worse it is clear that a visit to a doctor must be made compulsory before people start to take part in a training programme. When the research is finished scientists will for the first time have scientifically based data on physical exercise and health.

When considering what kinds of activity or what kinds of sport are best suited to give one exercise, careful account must also be taken of the purpose of the activity. If the most important thing is that the activity should improve physical condition and hence one's capacity to work, then one must choose the appropriate kinds of sport or activity, for example, running, skiing, swimming, cycling, walking, rowing, orienteering and skating. In Sweden the sports that demand the highest degree of physical condition are running, swimming, skiing and orienteering. On the other hand, if the main consideration is to co-ordinate exercise and recreation, there may be other more suitable sports such as gymnastics, various ball games, weight lifting etc. Of course this does not imply that the first mentioned sports cannot have a recreational or relaxing effect on those who practise them.

An important factor when discussing suitable sports is the supply of facilities, e.g. gymnasia, swimming-pools, playing grounds. Other considerations are the availability of general organisers, finance, climate, the age and sex of the participants.

CHAPTER 3

ARGUMENTS FOR PARTICIPATION

The main argument used to convince people to participate in physical activity programmes is health. This argument is of course also very important from the social-economic point of view, as a result of the present-day public attitude to physical exercise, and is often used when applying to the state, the counties, the city councils and so on for grants to carry out physical activity programmes.

But the health argument is not always enough for the individual. The number of people who take up some kind of physical exercise because they think that it is good for their health, is probably as small as the number of those who stop smoking because they think it might be dangerous. Arguments considered to be much better are that sport gives opportunities for people to be together and that it is an antidote to nervous strain. If physical exercise could give something of this : a sense of being together in recreation and perhaps also the excitement of competition, it will probably result in better health.

Here it is important to remember that some people are influenced by certain arguments and others by different ones. The best argument is that which gives the individual the impression that his special need or wish will be satisfied. The leader of a training group should be taught that his best argument for physical activity is that it is pleasant and stimulating, and aims to meet people's wishes.

To convince the authorities that sport is necessary, the best argument is probably that physical exercise gives people better health and a greater working capacity.

We have also seen that health is a very strong argument to make people participate in physical activity programmes. But if people are supposed to practise regularly for a fairly long time, other arguments are important too, such as recreation, antidote to nervous strain and being together etc. Of course it is also important to take into consideration age and sex. But perhaps the best physical activity programme is one which the participants like and which they talk about to their friends and in so doing secure more participants. And in order to be able to make the participants enthusiastics, the activity programme or the leader of the activity must understand and know something of people's need for exercise, excitement, " toughness ", being together. If physical exercise (as a group activity)is carried out by the leader in the right way, all these needs will certainly be satisfied.

What has been and is being done to make it easier for people to practise some form of sport ?

The following will show what is being done in Sweden to create opportunities for physical activity programmes for everybody.

(*a*) Gymnasia, playing fields, grounds for track and field events, and other spaces for different forms of sport (both indoor and outdoor) are provided with equipment, which can be used by all visitors.

(*b*) Tracks for slow or fast running are arranged or constructed, often with a layer of sawdust on top to make them smoother.

(*c*) These tracks, which can also be used for skiing during the winter, are lit up by lamps so that people can use them after dark.

(*d*) Different kinds of " conveniences " such as dressing-rooms, steam baths and shower rooms, are kept open mornings and evenings alike, so that people can use them throughout the day.

(*e*) As regards the sport o orienteering, special maps ar provided and a few other special arrangements made.

(*f*) Special arrangements are also made for people who are handicapped (polio patients and so on) so that they too can take part in some form of physical activity, e.g. swimming, archery (sitting in wheel chairs), basket ball (moving around in wheel chairs).

There are not many persons who feel ashamed of their incompetence when practising some form of sport. Should a member of a training group have this feeling the leader should make the others understand his problems and also help him by special attention or careful instruction. In some activities this problem does not exist, e.g. when a person is out running all by himself. Then he can get some exercise without the feeling that other people are watching him.

Nor are there many people who do not participate because it might be dangerous to their health. On the other hand, there are quite a few who do not take part in physical activity programmes because they think that their health is not good enough.

In 1966 an expert conference was held in Sweden between specialists of heart diseases, physiologists, medical doctors specialising in the treatment of old people, physical training instructors and many others, to discuss whether and to what extent old people and people who are not so young should pass a medical test before embarking on some kind of physical activity. Such medical examinations will be carried out at so-called "physical activity clinics" which are situated at the big centres of physical activity programmes. The centres consist of a building with dressing rooms, showers rooms, steam baths and a room where people can buy light refreshments. Furthermore, there are facilities for such activities as table-tennis, weight lifting, gymnastics and other indoor activities. People also have possibilities for practising outdoor activities such as running, skiing, tennis and so on. So far there are not many medical clinics attached to these physical activity centres because of lack of doctors, nurses and money.

CHAPTER 4

ORGANISATION

Today there are many organisations in Sweden which try to spread the idea of physical exercise. Most important are the sports organisations, of which the biggest is the Swedish Sports Federation. Other important organisations in this regard are the Swedish Swimming Association and the Swedish Cycling Association. Even outside the sports associations many physical activity programmes are carried out, for instance by religious and temperance organisations, which have sports associations of their own with quite a big administration. Thanks to the organisations' great keenness in spreading the idea of physical activity, even the community has become interested in the starting of physical activity programmes. Money is granted to this kind of activity and there are certain boards within e.g. city councils, the task of which it is to see that facilities are created for different kinds of physical activity programmes. This is often done in co-operation with local athletic clubs.

Big companies and industries also go in for *Sport for All* by giving their employees possibilities to practise some form of sport. Many big insurance companies contribute with large sums of money to different organisations' work for *Sport for All*. The co-operative movement with many big stores all over the country has a widespread and stimulating activity called " gymnastics for housewives ", which women outside the co-operative movement may also join.

During the last few years the Swedish Broadcasting Company has produced programmes on the theme *Sport for All*, which have aroused a great interest in physical exercise, especially gymnastics. In these programmes people have been given examples of how to practise gymnastics or other activities at home with the whole family, old and young together.

There follows a summary of the work of differents kinds of physical activity.

The Swedish Sports Federation aims at increasing our people's psychical and physical strength by recreational sport and by competition. To this end the Federation has tried to spread the idea of sport and physical activity to as many people as possible by different kinds of campaigns in co-operation with its many special associations such as the Swedish Ski Association, the Swimming Association and so on. Such propaganda campaigns were run in 1960, 1961 and 1962 as competitions between the communes of the country, and of 1,032 communes 868 took part. All over the country management committees were set up in the different communes including representatives from the local council, the schools and others. These are the sports in which competitions were carried out : archery, cycling, gymnastics, walking, swimming, skiing, skating, athletics (i. e. running and field events) and orienteering.

In 1966 the Swedish Sports Federation was granted money from the state to employ a secretary for handling *Sport for All* questions and whose main job is to induce special sports associations and clubs take up *Sport for All* on their programme. Another of his tasks is to plan and arrange training courses for people who are willing to be leaders of physical activity groups. He has also to be at the service of other organisations who want to take up some kind of physical exercise, and he should also encourage people to win a sports " certificate " by ensuring not too difficult results in different sports such as running, swimming, cycling, skiing and so on.

Different kinds of physical activity are also carried out within the regional organisations of the Swedish Sports Federation by regional committees which are set up by the board of the regional organisation. These committees encourage the starting of local physical activity groups for women, try to make communes improve the facilities for sport and run courses for leaders of *Sport for All* activity etc.

In some regions certain events such as " table-tennis for all " are arranged in certain cities or communes, " the 200 km-tour " (cycling), competitions in skiing, athletics and so on between certain cities.

During the last few years long-distance skiing and running have become very popular. The "Vasa-run" (skiing 85 km) has about 7,000 participants every year, most of whom are ordinary people so far as sport is concerned. This run is very old-established but nowadays it has its equivalent in cycling (300 km) and running (30 km).

The Swedish Archery Association has this year started a campaign to popularise archery as a sport for the whole family and much advertising is used for this purpose.

The Swedish Gymnastic Association gives information about its activities in all parts of the country by distributing placards, posters and advertisements to the local organisations and clubs. The Association also works out gymnastic programmes and produces gramophone records with programmes and music for both groups and individuals. It also publishes articles in newspapers and magazines in which people are encouraged to join gymnastic groups. Leader courses are also very important and the Association considers contact with school teachers and physical education instructors as essential.

Many campaigns have been arranged and the slogan of the latest was: "Gymnastics in today's society". A conference is usually held at the beginning of these campaigns and then radio, television, newspapers, lectures and demonstrations focus people's attention on gymnastics, as an activity in which everybody can join.

One committee of the Association has as its main task the discovering of new ways to make gymnastics popular as the sport par excellence that is for all.

The Swedish Orienteering Association runs numerous competitions many of which are adapted to old and middle-aged people and to women. People do not even have to run; they can simply walk across the countryside and use a map and a compass.

The Swedish Swimming Association. Those Swedish men and women who can swim 200 metres qualify for a certificate every year which testifies to their ability to swim that distance. Many old people do this every year, sometimes people who are about 85 years old. One of the biggest Swedish newspapers sponsors this activity.

The Swedish Skiing Association. Skiing was originally a method of transportation, especially among the Lapps and other people far up north. Gradually it developed into a competition and sport but the historical background of skiing gives it an outstanding position as a means of moving from one place to another, as a popular recreation and as a refined sport. Winter tourism has revealed the many possibilities of skiing as a recreational and holiday sport. In Sweden skiing is sometimes called, not without reason, the sport of sports. It is also called the national sport, which means that it can be practised by all social classes, by men and women, by old and young, by rich and poor.

From what is said above, skiing is an important element in propaganda for *Sport for All.* A more purposeful and modern propaganda for skiing started around 1900 when the Swedish Skiing Association and the Association for Skiing and Outdoor Life were founded.

In 1916 the first campaign for ski-sport for all started when the Swedish skiing badges were introduced. During the second world war a new campaign was carried out which caused almost everyone who was not in military service to go out skiing regularly during the winter months. This propaganda for skiing has continued during the years after the war and it might be of interest to know that national games take place every year between Sweden, Norway and Finland, to see which country can win most skiing badges. Up to now about two million people in Sweden have won such badges, which are accessible to young and old, men and women, good skiers and moderate skiers because distances and speeds laid down differ.

The Swedish Skating Association also runs competitions with Norway and Finland to determine which of the countries can make most people go out skating.

The Swedish Tennis Association sometimes arranges a "tennis day" when old and young are invited by local clubs all over the country to take their first tennis lessons. The Association especially stresses that tennis can be played even by quite old people.

The Swedish Walking Association has for many years run *Riksmarschen* which closely resembles the above-mentioned campaign of the Skiing Association and in which hundreds of thousands of people have taken part.

The Swedish Students' Association for Sport has a committee in every university city whose task it is to spread the idea of *Sport for All* among the students, not only during their university years but for their whole lifetime.

There are also a few organisations, not within the Swedish Sports Federation, that try to make people interested in some kind of physical activity. Among these can be mentioned the Association for Skiing and Outdoor Life (with about 35,000 members) which provides facilities all over the country for all kinds of outdoor activity. It provides leaders, instruction courses for old and young people, arranges skiing tours, hikes, canoeing and so on. It runs hotels and boarding-houses up in the mountains where people can go for their holidays in order to rest and to benefit from a suitable physical activity programme at the same time.

Other organisations are the Cycling Association and the Swimming Association. In 1934 the latter organisation started a campaign to make people swim 200 metres every year and for this they receive a badge called *Simborgarmärket*. So far more than five million badges have been delivered.

Another organisation which deserves particular mention is the *Swedish Association for Inter-Company Sports*. It has about 7,300 clubs at factories, department stores, insurance companies etc. and tries to create facilities for the employed to practise some kind of sport at the place of work or in its immediate vicinity.

Of special interest is the physical activity that takes place during short breaks in the daily work at many factories, big companies, department stores etc. The person who introduced this kind of physical activity in Sweden is Mrs. Valborg Gieseke. We give below a brief report on this activity among many employed people.

Unfortunately, the high figures for absence on sick leave show that many people contract illnesses of various kinds and that psychic disturbances are also a contributory factor. In addition to the personal suffering which sickness entails, absences due to illness cause significant breaks in production and this in its turn results in great expense both for the individual and society.

Can ill-health be prevented by improving general fitness ? Of what importance is a sense of contentment for working capacity and for well-being ? And not least important : by which measures during working hours, at the place of work itself, would it be possible to create better conditions for adjustment to work among the employees ?

Regular breaks have been introduced at a large number of places of work, in part to reduce accident frequency, and in part to protect the employees against unnecessary fatigue, overstrain and ageing. Since 1942 a number of companies in Sweden have introduced a break during which employees may perform simple limbering-up and relaxing movements under organised leadership. The exercises are always moderate and uncomplicated so that everyone, regardless of age, is able to participate. If the exercises become excessively strenuous, they can overheat the participants and make them feel uncomfortable when they return to their work.

The gymnastics are most often performed at the place of work itself in connection with an open-air break. This 5 to 8 minute break for gymnastics is most beneficial if it occurs during the longest work period of the day. It is when fatigue arises and work intensity begins to decline that this form of physical and mental relaxation is most needed. The employees also appreciate it as a pleasant change in the monotony of the day.

Experience from gymnastics breaks shows that they also give *psychic stimulation*, so that they can also be included among the factors contributing to the creation of a feeling of contentment at work. Interest in participating in voluntary free time gymnastics or in some form of motion sport usually increases in groups where gymnastics breaks have been introduced.

The gymnastics leaders utilise gramophone music for the exercises to the greatest possible extent. Carefully selected music synchronised with the movements usually has a beneficial effect on the development of a feeling for movement and rhythm, which in its turn can contribute to an improved feeling for working movements and positions. The music also stimulates the employees to take part in the exercises. Teachers of physical education or physiotherapists are often engaged to conduct the gymnastics breaks. At the same time they are usually given the task of correcting and supervising working positions within the company, known as biotechnological commissions.

Many companies who wish to introduce gymnastics breaks find it impossible to employ a trained teacher of physical education. Training courses for prospective leaders of gymnastics breaks are therefore arranged annually. Employees from various companies come to these courses on the recommendation of the company's personnel manager or foreman. The Swedish Inter-Company Sports Association is responsible for the planning of the courses while the Swedish Gymnastic Association lends economic support to this training programme. Gymnastics breaks have for 20 years been one of the Swedish Inter-Company Sports Association's many fields of activity.

Gymnastics breaks have also acquired a firmer position during recent years in connection with the increasing number of measures which have been taken to improve the adaptation of the places of work to human physical and psychic capacity (biotechnological activity). When these measures are well-planned and carried out in the correct manner, they can be of great importance for the health and well-being of the personnel.

In 1965 a series of interviews was carried out among employees at Folksam Insurance Company. Of 400 interviewed persons, 348 felt that the gymnastics breaks gave mental stimulation and 306 that their desire to work was improved. 63 persons said that they had found relief from pain of various types. It was also shown that those who suffered from fatigue, headache and pain in the back or extremities participated in the gymnastics breaks to a greater extent and that they probably sought in these exercises assistance in alleviating their distress. The employees who were free of pain, and especially the younger, probably felt that they were not in need of the gymnastics breaks to the same extent as those suffering from ailments. In some cases it has been possible to overcome irritation factors between co-workers or foremen by means of gymnastics breaks. Many also feel that they are too " clumsy " to take part in group activity. If they have been allowed to participate for a short time only, they have changed their minds and even taken part in gymnastics demonstrations for spectators. The subjective evaluations which leaders of gymnastics breaks often hear, such as : " This feels good ", " This is the best thing we have all day ", " You feel so much more alive after gymnastics " and other statements like them are naturally of great psychological value. Many doctors feel that this purely psychological aspect is of at least as great, if not even greater, value than the physical evaluations which can be heard. It is difficult to draw a clear line between the physical and mental effects — they are, as is well-known, so closely interwoven.

With regard to the social aspect, everyone works in a group and experiences the same general effect. Before and after the gymnastics break there is a natural contact between the co-workers. Perhaps a few words are exchanged, reflections are expressed spontaneously, individuals become acquainted on completely neutral ground and they stimulate their co-workers in the group to participate in gymnastics regularly. Here a companionship, a form of mutual interest, is created. The participants are both old and young, there are groups where the ages vary between 17 and 65 years. In these groups we have clear proof that age is of little importance. Employees of different ages can very well enjoy being together and find common values.

In order to succeed with gymnastics breaks, it is important that the company administrators, as well as the department and group leaders should be positively in favour of their introduction. If the company has its own staff doctor, such breaks should also be discussed with him/her. The question of gymnastics breaks is often dealt with by the joint management employee council. If they acquire a well-established position within the company and a good leader with a sense of responsibility and the ability to establish contact and create the right atmosphere, then this form of active relaxation at the place of work will give the desired physical and mental recreation.

Most of the larger companies now have a well-organised free time activity programme. An understanding of the significance of good physical and mental fitness and a realisation that the health of the employees is a very valuable asset for the companies has begun to win general acceptance.

PART V

SPORT FOR ALL IN THE UNITED KINGDOM

Report submitted by J.G. Birch
Research Officer of the
Central Council of Physical Recreation

FOREWORD

The brief given by the Council of Europe for this study appeared to assume that the country concerned had some overall plan to encourage people, particularly those in the 25 to 40 age bracket, to take part in regular physical exercise. No such plan is in being in this country and there is no concerted attempt to put this idea forward to the public.

From time to time there have been such attempts made, all ending in failure. It is foreign to the British approach to sport and recreation and it is now accepted that in Britain, at any rate, the key-note must be encouragement, provision of facilities and opportunities but that the rest must be left to individual choice.

The brief also suggested that age was the one critical factor influencing participation. Experience in the United Kingdom suggests that the are other factors that also determine the extent of participation, and these are also considered in the text of this report.

INTRODUCTION

With a long history of organised sport in the United Kingdom it is hardly surprising that there are well defined and established patterns of opportunities for those wanting to take part. Sport occupies a significant place in the lives of large numbers of the inhabitants of these countries. For many this interest is passive or casual, and is exhibited mainly through reading about sport or by watching it both " live " and on television. There is, however, growing evidence that increasing numbers of people of all ages, and from all walks of life are taking an active part in the many and varied activities now available to them.

While there are some features of the contemporary British sporting scene that give cause for real satisfaction, there are still many deficiencies. One is aware of large numbers who take no active interest in recreation. There are certain sections of the community, such as the older citizens and the physically handicapped, who are not given the amount of attention that their special cases deserve. One is also conscious of a trustated demand for opportunities to take part in activities for which the facilities at present available are inadequate or absent. Increasing efforts is being directed towards the remedy of these deficiencies.

Sport in Britain has been, in recent years, subjected to closer scrutiny than ever before. A special committee set up by the Central Council of Physical Recreation, under the chairmanship of Sir John Wolfenden, examined the situation and in 1960 presented a report " Sport and the Community ", containing wide recommendations for the future. Partly as a result of this report, the government in 1965 set up a Sports Council " to advise it upon matters relating to amateur sport and physical recreation ". Through the efforts of the Sports Council, and of the Regional Sports Councils which have also been established throughout Great Britain, a co-ordinated campaign has been mounted, both to obtain a more precise picture of existing opportunities for sport and to speed the pace of development. There are still many gaps in present knowledge but this report gives the existing situation in the United Kingdom.

The report has been prepared in three chapters. The first ot these is a descriptive account of the opportunities in sport that are provided for all sections of the community. In the second chapter, greater attention is given to the extent of participation and to factors that influence participation, in particular that of age, and in the final chapter a cautious glance is cast towards the future.

CHAPTER 1

OPPORTUNITIES FOR SPORT IN THE UNITED KINGDOM

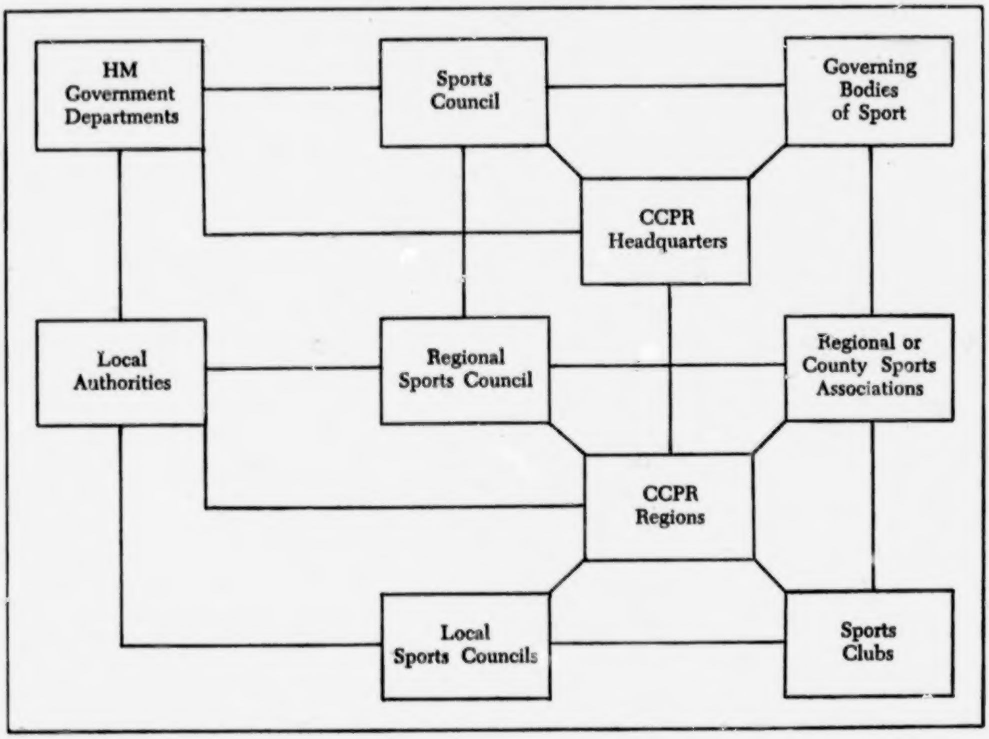
In an increasingly affluent, mobile and leisured British society, opportunities to take part in a variety of sports are available on a scale never previously attained. The various factors that influence individual choice of recreation will be considered in more detail later, but the aim of this part of the report is to show the range of opportunities in sport provided in the United Kingdom.

In matters affecting their leisure and recreation the British jealously preserve the right of the individual to a freedom of choice. Any effort to direct mass participation in sport would be doomed to failure and would arouse hostile reactions. More subtle means of persuasion are necessary and most organisations who provide opportunities for sport recruit participants by making the sport attractive and easily available. The success or otherwise of this approach may be judged from some of the evidence included in the following pages.

To understand the structure of sport in the United Kingdom it is necessary to define the responsibilities of the various organisations who provide opportunities for sport. The pattern is complex, and there is much overlapping of function between the various agencies. It is convenient to consider the opportunities provided under two heads: 1. those provided by central or local government, i.e. statutory provision, and 2. those provided by the voluntary organisations. A chart outlining the relationship between these agencies is included in Table I.

TABLE I

The pattern of sports development


HM Government Departments
Sports Council
Governing Bodies of Sport
CCPR Headquarters
Local Authorities
Regional Sports Council
Regional or County Sports Associations
CCPR Regions
Local Sports Councils
Sports Clubs

I. CENTRAL AND LOCAL GOVERNMENT PROVISION FOR SPORT

A. Central government

The government is not directly concerned with the organisation or promotion of sport in Britain but provides encouragement, guidance and help both to local authorities and to the voluntary organisations who act in this field. Since 1965 the government has been advised on matters relating to amateur sport and physical recreation by the Sports Council * which also fosters co-operation between the various government departments and the voluntary organisations concerned. The Chairman of the Sports Council is the Parliamentary Under-Secretary of State for Education and Science, who is the Minister with special responsibility for sport. Nine Regional Sports Councils in England, a Sports Council for Scotland and a Sports Council for Wales, composed of representatives of local authorities and sporting organisations, have been established to provide a means of co-ordinating and planning the provision for sport. In Northern Ireland the Ministry of Education is advised by a Youth and Sports Council that has a somewhat similar function to the Regional Sports Councils in Great Britain.

Direct financial assistance is given by the central government to voluntary sports organisations. In addition, expenditure by local authorities — including local education authorities — on facilities for sport and physical recreation is part of the total expenditure by these authorities towards which the central government makes a general grant. Public capital investment in Great Britain on facilities used exclusively for sport amounted to £ 25.7 million in 1965-66 [2].

B. Local government

The local authorities and the local education authorities are the main providers of facilities and opportunities for sport at local level. Their separate administration and financial arrangements often mean that provision made for sport by each is unrelated. A similar lack of co-ordination between neighbouring local authorities has sometimes led to duplication and inadequate planning of facilities for the community as a whole. One of the immediate tasks of the Regional Sports Councils has been to secure co-ordination in planning for recreation and joint provision is now encouraged whereby local authorities and local education authorities are together planning sports centres to cater for the needs of all sections of the community. Up to the present, however, provision by these two branches of local government has been largely separate and in considering the opportunities provided by each it is convenient to subdivide them.

1. *Provision for sport by local education authorities*

The responsibility of the local education authority to provide opportunities for physical education and sport is threefold and covers school-children, youth and adults. The local education authority is required by the Education Act of 1944 to provide education for each of these sections of the community. The contribution to sport through these services is very considerable. The total expenditure on physical education through the education service cannot easily be assessed, involving as it does the salaries of physical education organisers and teachers and capital expenditure on facilities and equipment. £ 9.6 million was spent in 1965/66 on facilities for physical education in schools, technical colleges and colleges of education, which was almost one third of the total public capital investment in sport in 1965/66.

(a) *Physical education in primary and secondary education*

In many ways the most vital provision for sport is made in the primary and secondary school, for it is here that young people can acquire a lasting taste for physical and sporting activities. Physical education has an established place in all kinds of schools in the United Kingdom and is included in the curriculum for pupils of all ages. The youngest children in primary school (5 - 11 years of age) have daily periods of physical education that include training in body management, simple skills, dance and often swimming. In the secondary school (11 - 15 years or 11 - 18 years) the physical education programme will normally include gymnastics, team games, individual and

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*** See Notes and References at the end of this chapter.**

court games, athletics, swimming and particularly for girls, dance. The normal allocation of time for physical education in the secondary school programme is some $2^{1}/_{2}$ - 3hrs. a week and this is often supplemented by activities undertaken outside school hours. Most secondary schools have specialist teachers of physical education and a considerable amount of help is given out of school hours, especially in boys' schools, by teachers of other subjects. It is customary for a programme of school clubs and voluntary activities to be organised during the lunch hour and at the close of afternoon school. At weekends many schools undertake inter-school competition or take part in outdoor activities (canoeing, climbing, sailing, lightweight camping etc). There has been a marked increase in the popularity of these activities in recent years.

Of all the developments in physical education the two which have the greatest significance in terms of the *Sport for All* concept have been :

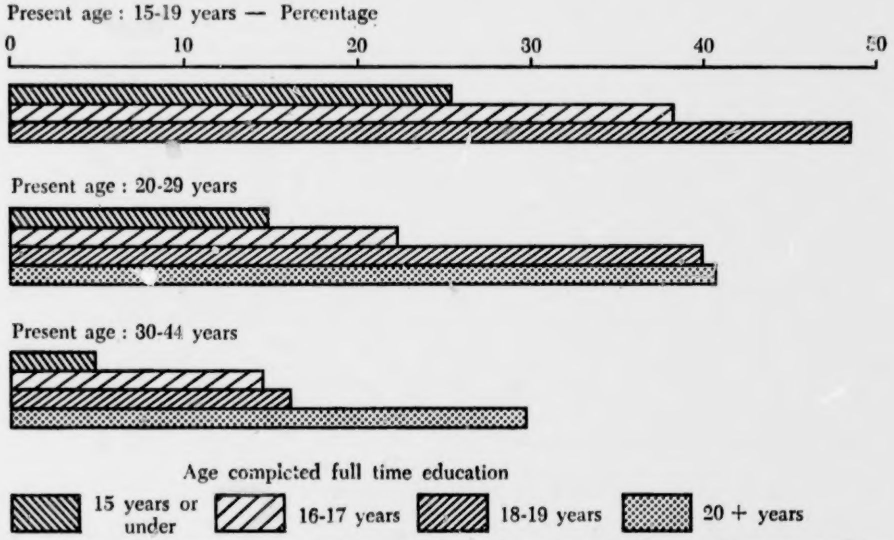
(i) the broadening of the school programme, in or out of school hours, to include a wider range of physical activities of all kinds, and

(ii) allowing senior pupils to choose which of these activities they will practise in organised games lessons in schooltime.

The object of these changes in approach is to cater for the very wide range of interest and ability within any group of pupils and to foster enthusiasm by letting the pupils have some responsibility for deciding their own programme. It is hoped that such choice will lead to improved performance and a desire to continue activity in some form of sport after leaving school. It would be wrong to suggest that these developments applied in all secondary schools but the trend is in this direction.

TABLE II

Proportion having done 8 or more sports at school by present and school leaving age



From : *Open Space Survey. Trends in Sport.* Sociological Planning Research Unit. Ministry of Housing and Local Government, 1966.

There is, at present, no evidence to show that carryover into adult life is more effectively produced by such a programme but it is hoped that a longitudinal study now being carried out at Manchester University [3] might throw some light upon this problem. Evidence from a survey of recreation in New Towns [4] clearly shows the increased range of opportunity available to present day students as compared with those from earlier years (Table II). A number of recent surveys designed to find out the sporting interest of university students and school leavers [5] have shown that the traditional school games have lost some of their appeal. As in practice the intentions of school leavers seldom match their later performance these surveys can only be used as a cautious guide.

The extent to which the physical education programme in the secondary school can develop along more informal lines varies considerably according to the nature and size of the school. Larger schools have the resources of staff and pupils to enable such a programme to be attempted. It is more difficult for smaller schools, and the only way in which the problem can then be tackled is by the amalgamation of the resources of several schools. Some authorities are successfully doing this and by the use of outside facilities and the employment of specialist staff they are able to offer a wide range of activities. In many parts of the country parties of school children regularly visit such facilities as sports centres, skating rinks, golf courses, bowling alleys and riding schools where they receive qualified instruction. With the development of more community sports centres this trend will certainly develop.

In terms of the concept *Sport of All* the developments that are emerging could have a considerable effect. Many of the activities that are included in these school programmes are those which can be practised into mature years. This contrasts with the traditional games programme that persists in some schools and which takes no account of individual ability or personal preference nor of the likely span of active interest. Details given in a later section illustrate the limited extent to which the traditional team games are played by people over the age of thirty.

The school leaving age in the U.K., which is at present 15 years, is to be raised to 16 years in the school year 1972/73. The effect of this will be to increase the school population by something approaching 300,000. There is a planned increase in the number of places available in institutions of higher education of 370,000 places before 1985 — an increase of nearly 250 per cent [6].There has also in recent years been a marked increase in the numbers voluntarily continuing their education beyond the school leaving age from 31.7 % in 1952 to 44.3 % in 1966 [7]. Studies both in this country and in America [8] have shown a positive relationship between the length of education and subsequent participation in recreation by adults. There seems to be little doubt that the extended education of British young people will be reflected in increased demand for physical recreation in future years.

(b) *The youth service*

The youth service [9] officially caters for young people in the 14 - 18 age range, although there is some overlap at the extremes, especially in the voluntary sector. All local education authorities are required to provide facilities and opportunities for the youth in their locality, and many of them have full-time youth officers to advise upon their needs. LEA Youth Centres and Clubs are available in most parts of the U.K. and are under the direction in many cases of youth leaders who have been specially trained for this work.

They provide a wide selection of activities for their members and sport forms a major part of these programmes. In recent years, as well as the traditional indoor and outdoor games, outdoor activities such as sailing, canoeing, camping and expedition work have been particularly encouraged.

In 1965/66 some £ 3.3 million was spent on facilities for the youth service, of which £ 0.4 million [10] was for facilities exclusively used for sport.

In addition to an improvement in youth service facilities, there has been a concentration upon schemes for training youth leaders. Partly as a result of these increased opportunities the number of full-time leaders in the youth service in England and Wales has risen from 700 in 1958 to 1,465 in 1966.

The total effect of the development of both staff and facilities has been to increase the opportunities open to young people in sport. Although it is thought in some quarters that youth service activities still need a closer integration with those of the adult community, the contribution of the youth service to sport is considerable and large numbers of young people are introduced to activities that will give them a continuing interest in later years.

(c) *Further education*

The umbrella term further education covers a wide range of educational opportunity that includes technical education and adult education, each of which are major responsibilities of local education authorities. In terms of opportunities provided for sport they each have a contribution and the fast growing field of adult education is of particular significance in this respect.

(i) *Technical education*

The technical education provided at colleges of further education to some extent acts as a bridge between the opportunities provided at school and those available in adult education. Dealing as they do with an older group of pupils the physical education lecturers in these colleges offer a wide range and choice of physical activities. This system has to a great extent been dictated by the needs of their pupils to be treated in an adult fashion and by the inadequacy of the facilities for physical recreation in these colleges [11]. This has made necessary wide use of community facilities available and within easy reach. In addition to the opportunities provided for the full-time and part-time students during the day, these colleges provide a wide range of adult evening classes that include many of the opportunities described in the following section on adult education.

(ii) *Adult education*

The steady growth of adult education has brought a marked expansion of opportunity for physical recreation in recent years. The main development in provision for adult education has been in association with secondary schools making economic use of school facilities in the evening at a time when the schools make little demand upon them.

The provision in recent years of better indoor facilities for physical recreation in the secondary school has influenced the development of the programme of physical recreation in adult education establishments, and there has been an enthusiastic response from the public to the opportunities provided. Evidence of this demand can be seen in Table III which illustrates the extent of these courses in London. The table reflects the increasing range and number of courses offered and while it may not be typical of all authorities, similar opportunities on a narrower scale are available in most parts of the country.

While the range of physical activities catered for by adult education classes is wide, it is to some extent confined to those activities that can easily be practised indoors, in a gymnasium or hall. In some places floodlighting of adjacent porous surfaces has enabled some outdoor activities to be undertaken, but the poor wearing qualities of grass, and the darkness of winter evenings restrict the use adult classes can make of school playing fields. An examination of the lists of activities in Table III will show that among the most popular activities are those which have a considerable age span of active participation such as badminton, dancing and keep fit for women. Other activities that have developed considerably, following the expansion of adult education, are those for which suitable indoor facilities are essential, such as basketball, judo, weight lifting, boxing and badminton. In many cases the club organisation of these sports is based on adult education establishments. Thus while the basic principle of adult education is to provide instruction, in many of these activities it is also providing them with a club and competitive structure.

One of the most significant factors about the activities provided by adult education establishments is their ready availability. The courses are widely advertised in the local press, in public buildings such as libraries, and by house-to-house circulation, often voluntarily undertaken by the students themselves. They are easily joined with a minimum of formality, and they are exceptionally cheap. As an example, in 1967/68 any of the classes offered by the Inner London Education Authority, as listed in Table III, could be enjoyed for a fee of 30/-d. a year. This includes instruction and full use of all facilities including changing, showers etc. Fees for 2, 3 and 4 or more classes per week were 40/-d., 50/-d., and 60/-d. respectively. Voluntary organisations cannot hope to offer comparable facilities at this rate.

A closer link is needed between the adult education world and the voluntary organisations of sport. A movement towards this closer relationship is being achieved by the Further Education Sports Federation in Manchester [12] and in the Athletics Institutes in Birmingham and Leeds.

TABLE III

Physical activity courses in evening institutes and youth centres of the Inner London Education Authority

Sport or activity	1950/51	1957/58	1960/61	1963/64	1964/65	1966/67
Angling	7	11	13	19	23	28
Archery	—	2	5	9	18	26
Athletics	12	4	14	13	21	20
Badminton	6	212	312	459	529	609
Ballet	*	*	45	*	63	88
Ballroom	*	*	267	*	279	297
Boat Building	*	12	29	41	44	*
Boxing	303	157	182	158	179	164
Camping	—	1	2	2	3	1
Cricket	15	5	8	11	23	23
Cycling	2	5	2	3	10	13
Fencing	86	86	95	103	125	137
Folk & Country Dancing	*	*	19	*	29	18
Football	71	190	348	434	525	611
Golf	—	—	51	100	111	121
Hockey	—	—	—	2	4	8
Judo & Kendo	50	122	228	295	340	379
Keep Fit & Gymnastics	—	453	609	568	632	627
Korfball	—	—	6	7	8	6
Lacrosse	—	—	1	1	2	1
Medau	*	*	26	*	36	48
Modern Dancing	*	*	14	*	14	24
Mountaineering	—	4	5	4	2	*
National Dancing	*	*	83	*	103	171
Navigation & Seamanship	—	16	24	24	39	*
Netball & Basketball	32	33	86	114	115	132
Old Time Dancing	*	*	113	*	146	185
Sailing, Rowing, Canoeing	—	4	5	9	12	30
Shooting	*	*	1	*	—	1
Skiing (dry)	—	—	—	11	18	34
Stage Dancing	*	*	—	*	10	19
Squash	—	—	—	—	2	10
Swimming	71	27	60	99	159	217
Table Tennis	26	217	358	377	448	496
Tennis	9	3	28	41	117	102
Trampoline	—	—	5	6	15	23
Volleyball	—	—	—	2	8	11
Weight Lifting	69	115	144	258	257	273
Wrestling	21	32	30	41	38	46
Miscellaneous	—	—	99	—	81	18
Totals	780	1,711	3,322	3,211	4,593	5,017

* figure unavailable.

(d) *Higher education*

Although not solely a local education authority responsibility [13] the sphere of higher education is conveniently dealt with at this juncture.

(i) *The training of teachers*

Colleges of education, at which the training of teachers takes place, have a considerable range of facilities for sport. At present few of these establishments are available to the public although their facilities are sometimes used by the governing bodies of sport for special training courses. The most significant contribution to *Sport for All* from this source results from the training of teachers of physical education whose later work has a direct effect upon participation, particularly in the education sphere.

(ii) *The universities*

The universities are undoubtedly among the best provided groups of the whole community in terms of facilities for physical recreation. It has long been the practice to provide universities with adequate playing fields but in recent years the provision of indoor facilities in the universities has outstripped provision for all other sections of the community. There are, for example, at the present time more purpose built sports halls in universities than are provided by all local authorities throughout the U.K. In some universities arrangements are being made for their extensive facilities to be used by the public and at Liverpool University considerable use is being made of the new sports centre by outside groups and individuals. Plans are being considered for a jointly provided sports centre in Newcastle to cater both for the university and for the local community.

In terms of opportunities for their students most universities now offer a wide range of activities from which their students can make their choice.

2. *Provision for sport by local authorities*

The pattern of local authority provision for sport in the U.K. is most uneven. In the main the responsibility of the local authority lies in the provision of facilities. Local authorities are enabled to spend money from their rate income on facilities for physical recreation. The responsibility for this provision is usually shared among a number of departments notably those for baths and parks. Local authority provision has largely centred around that of the swimming bath, the playing field and outdoor games facilities and the contribution made to sport through this provision is very considerable.

The local authority is the main provider of opportunity for swimming, Association football and athletics. In these activities local authority facilities provide the majority of all facilities, few clubs in these sports having facilities of their own. Local authorities also provide substantially for lawn tennis and bowls. Some local authorities have looked beyond their traditional field and have provided facilities for golf, cycling, athletics and roller skating. In recent years, a few authorities have provided indoor sports centres and many more authorities are now considering this type of provision.

The fragmentation of responsibility for recreation among a number of local authority departments, together with the separation of local authority provision from that of the local education authority obviously makes for difficulties. There are wide variations between local authorities in their attitude to sports provision although the work of Regional Sports Councils in bringing local authorities together to think collectively about provision for sport is producing sounder and more reasoned planning. Many local authorities have established local sports councils — over 250 now exist in England and Wales — at which representatives from the local sports bodies can meet representatives from the local authority to discuss their needs. In several authorities recreation is now the responsibility of a single committee of the Council which is better able to consider the total requirements of the community.

Despite this need for greater effort and co-ordination on the part of local authorities in their provision for recreation, it must be recorded that many of them are doing exceedingly valuable work. In terms of capital expenditure local authorities spent in 1965/66 nearly £ 14 million. 90 % of this total was for swimming-bath provision. With many swimming-baths averaging over 1,000 attendances per day throughout the year it is evident that this service is well used. There is similar evidence to be found of the use of the playing-fields provided by these authorities. The Greater London Council, for example, has 546 football pitches but the demand requires more than double that number. The same story is true of municipal golf-courses although attendances for bowls and tennis in parks have shown a recent decline [14].

II. PROVISION FOR SPORT BY VOLONTARY ORGANISATIONS

Whereas the statutory bodies so far described are mainly responsible for providing opportunities in the form finance and facilities for sport, the voluntary bodies in sport are more concerned with the use of the facilities, both those owned by their own clubs and also those provided by statutory bodies. The voluntary organisations responsible for physical recreation are many and varied but can be broadly categorised into five groups A. the governing bodies of sport, B. the voluntary youth organisations, C. industry, D. commercial organisations, and E. the composite national bodies.

A. The governing bodies of sport

To generalise about the governing bodies of some fifty or more sports is not easy for there is such variety among them. The Wolfenden Report says of them "With very few exceptions, each of the games and sports has its national governing body, which by one form of administration or another manages the affairs of the sport. Naturally the governing bodies differ from one another in glory, in complexity, in efficiency, and in the respect they command... There are obvious differences in the amount of money which different governing bodies can afford to spend on administration, and on the degree of organisational complexity which different sports require. But in general two things may be said. First the coverage which the major governing bodies provide down through regional and county organisations to the individual clubs, is far more complete than is usually recognised. Secondly, the comparative poverty of the minor governing bodies is a real handicap to the development of the sports which they represent, not only relatively, in relation to their more impressive brothers and sisters, but absolutely, in the limitations which poverty imposes on the progress and extension of their activities. Each of these governing bodies of whatever size, is recognised as the legislative and disciplinary authority for its particular sport. The autonomy of each in its own sphere is almost a sacred principle. Indeed it is difficult to see what other principle would be acceptable or practicable [15]. "

The opportunities presented by governing bodies of sport at local level through their clubs, groups and societies are very considerable. In recent years the governing bodies of sport have been encouraged, both by government policy and by the work of the Central Council of Physical Recreation and the Sports Council, to strive for increased participation and to aim for a growth in their sports at the "grass roots" level. Most of the governing bodies have responded to these promptings and have introduced coaching schemes that contribute greatly to the development of their sport. A number of sports however remain to be convinced of the value of systematic coaching and either have no coaching scheme or pay lip service to the idea while continuing to devote the major part of their attention to their more limited competitive responsibilities.

In recent years the main form of encouragement to the governing bodies of sport has been through government grant towards the cost of their headquarters' administration and their coaching schemes, which, in England and Wales, has increased from £ 2,045 to three governing bodies in 1948/49 to £ 263,180 for 76 bodies in 1966/67 [16]. These grants have enabled governing bodies to appoint full-time national coaches who are mainly responsible for the application of their coaching schemes throughout the countries. In 1967 no fewer than 20 sports employed one more national coaches, whereas before 1960 only five governing bodies of sport had a full-time national coach.

Central government encouragement to sport is also available at club level in the form of capital grants towards the cost of providing new club facilities. Grants of 50 % of the cost up to a maximum of £ 10,000 are available on sports facilities, changing accommodation, equipment etc. In 1966/67 offers of grant totalling £ 826,218 were made towards the cost of 367 projects.

A few of the more prosperous governing bodies of sport, whose gate receipts ensure a healthy surplus of funds, also give help to their clubs in the form of loans, repayable at advantageous terms. Local education authorities are empowered to give grant aid both towards the capital cost of new facilities and also towards the administrative costs of county or local sports bodies, but in practice these powers are not widely used.

B. Voluntary youth organisations

Much that has been said about responsibility of the local education authority towards the youth service applies equally to the voluntary sector. In complexity and variety the many voluntary youth organisations present a problem of description that is no less than that of the governing bodies of sport. Suffice it to say that, through the work of these bodies, opportunities are provided for young people to take part in physical recreation on a very wide scale, the result of which could greatly influence their later adult performance. The voluntary youth service, like the governing bodies of sport, receive government grant towards their headquarters' administration and training schemes. In 1966 £316,000 was awarded in grant to 43 national voluntary youth organisations and local grants offered towards the cost of building amounted to £ 1,233,322 for 423 projects.

C. Sport in industry

It has long been the practice for industrial firms in the U.K., especially the larger ones, to provide facilities and opportunities for sport as part of the social benefits given to their employees. There is little doubt that industry in the future will be looking closely at their economic commitment in respect of recreation and it is likely that development will be centred around a general provision for the community for which the local authority will be financially responsible, but towards which local industry will contribute either directly or through the rates [17].

Whatever the future role of industry will be in the provision of opportunity for sport, it is clear that their present role is considerable. A recent study of industrial recreation showed that of 450 firms employing 1,000 employees or more, 387 had an organised programme of recreation [18].

The survey of outdoor recreation in New Towns [19] showed that industrial concerns provided 32 % of all the outdoor playing facilities in those terms. Evidence provided by recent surveys undertaken by the Industrial Sports Clubs Secretaries Association shows that in industrial clubs the range of activities catered for is widening on a similar scale to that evidenced elsewhere [20].

In practice therefore there exists in industrial clubs an extensive provision of opportunity for sport that is available to employees at relatively low cost. While most of the sections of industrial clubs are affiliated to the respective governing bodies of sport, the clubs themselves are multi-sports and social clubs catering for a wide range of activities that spread beyond the limits of sport to the broader field of recreation, a type of club not usually found outside industry in this country where the bulk of sports clubs tends to be for single activities.

D. Opportunities for sport provided by commercial organisations

In this field of opportunity for sport there are three main categories :

(*a*) Organisations which provide facilities and opportunities for sport as a commercial undertaking and for which the profit motive is directly from the use of the facilities.

(*b*) Organisations which provide sporting holidays as an aspect of the tourist industry, and

(*c*) Organisations which provide opportunities for sport and for whom the commercial considerations are indirectly related to the sport, e.g. manufacturers of sports goods.

In the first category there are many examples of commercial enterprise entering the recreation market. Ballroom dancing, skating and ten-pin bowling are commercially undertaken on a wide scale and involve considerable capital expenditure. Commercial concerns are also entering the field in golf, camping, squash, sailing, and many other fields in which return for investment is likely to justify their interest.

The market for sport as an aspect of tourism has not been exploited in the U.K. apart from the field of winter sports in Scotland A developing field is that of camping, caravanning and sailing, and camp and caravan sites and marinas will undoubtedly be provided in increasing numbers in the future, especially in the main tourist areas.

The final category of commercial organisation includes the sports goods manufacturers and to a lesser extent manufacturers of products who feel that association with sport is good for their sales image. Direct advertising by manufacturers through sponsorship of international events is one aspect of this field, but in terms of provision of opportunities of *Sport of All* the most significant developments have been through the work of such bodies as the Lawn Tennis Foundation and the Golf Foundation. These bodies representative of trade and user interests and backed by financial contributions from the trade have provided coaching opportunities throughout the country in these sports. The Golf Foundation are now arranging courses for 24,000 young people each year and in the thirteen years since their foundation they have introduced over 150,000 people to a game which they can continue playing for many years.

E. The contribution of the composite bodies to opportunities for sport

Of the four bodies in this category, the British Olympic Association, the Central Council of Physical Recreation, the Scottish Council of Physical Recreation and the National Playing-Fields Association, by far the most significant contribution made to *Sport for All* has been by the CCPR and SCPR.

1. *The Central Council of Physical Recreation*

The Central Council of Physical Recreation (CCPR) is an association of all national bodies in England, Wales and Northern Ireland concerned with the development of post-school physical recreation Its funds are partly raised by voluntary contributions and by income from its courses but come in the main from grants from the Department of Education and Science [21].

The Council consists of about 300 members. Of these over 200 are members representing national bodies concerned wholly or in part with the development of some branch of physical recreation — the governing bodies of games and sport, the national outdoor activity and dance associations, the youth service organisations and many others concerned with education, physical education and health. The Council has a headquarters office in London, which also provides office accommodation for a number of the smaller governing bodies of sport and it has nine regional offices in other parts of England. Its activities in Wales are controlled by a representative Welsh Committee and in Northern Ireland by a separate section with its own executive committee. In Scotland an autonomous Scottish Council of Physical Recreation operates on very similar lines representative of 140 affiliated organisations, including the governing bodies of Scottish Sports. The SCPR receives grant in aid from the Scottish Education Department.

Broadly the function of the CCPR and SCPR is to encourage all forms of physical recreation. They work with the governing bodies of sport to organise courses for coaches and instructors, courses in personal performance, lectures, displays and other publicity events. In 1966/67 2,308 such courses, attended by 44,455 people in over 50 different activities were organised by the CCPR. Their staff give advisory, technical and administrative help wherever required but particularly to the headquarters, regional county and local branches of the constituent organisations, to local authorities, local education authorities and industrial concerns. In addition to this work the CCPR staff provides services in the technical, administrative and research fields to the Sports Council and to Regional Sports Councils. The General Secretary of the CCPR is also Director of the Sports Council and its regional officers are secretaries of the Regional Sports Councils [22].

In addition to their headquarters and regional services the CCPR and SCPR administer seven national recreation centres, four in England, two in Scotland and one in Wales, including two centres devoted largely to mountain activities and one to sailing. These centres provide a wide range of residential courses for coaches, instructors and performers in many games, sports and physical activities. The success of these centres is unquestioned and there is a consistent demand for places on courses organised directly by the CCPR and SCPR and for the hire of the centre's facilities by many sports bodies at both national and regional level.

The CCPR has made a considerable contribution to the growth and development of those sports that are suitable for people of all ages. The following are typical examples of work undertaken :

SWIMMING

Since 1960 the CCPR and SCPR have run sustained national campaigns under the title, *Learn to Swim*, which is aimed at men and women who for one reason or another did not acquire this skill in childhood. The schemes have been successful and in the seven years it has been run it is estimated that some 45,000 men and women have been taught to swim.

GOLF

In association with the Golf Foundation, since 1959, the CCPR have run a national scheme of introductory courses for adults under the heading of *Golf for Beginners*. These courses have introduced over 30,000 men and women to the game.

LAWN TENNIS

With the help of County Lawn Tennis Associations and the Lawn Tennis Foundation the CCPR organise Open Lawn Tennis Centres throughout the country. Attendance at the centres amount to over 4,000 each year.

Other courses to introduce beginners to sport are organised in a wide range of activities.

As the Wolfenden committee commented in referring to the CCPR. " It is beyond dispute that this body has made an outstanding contribution to the development of physical recreation... " As a servicing body for sport the CCPR is well qualified to act as a link between the statutory and voluntary bodies that have been described earlier. It provides a forum for discussing many topics of common concern in sport and through its courses it provides the opportunity not only for people to learn new activities but also for the more important work of training of coaches. Working as it does through the governing bodies of sport and respecting and encouraging their autonomy the CCPR has had a great part to play in the development of sport in the U.K.

2. *The National Playing Fields Association*

For over 40 years the NPFA has worked through its county associations to provide playing field facilities for sport. In this time it has done very valuable work in making authorities aware of the need to provide playing facilities, in giving technical advice on problems of construction and maintenance of these facilities and the pavilions and ancillary accommodation also required, and in raising money from a variety of sources which is directed towards the provision of these facilities either by way of grant or loan. In recent years the Association has widened its interests and is, in addition, giving considerable encouragement to the provision of children's playgrounds and to play leadership as well as offering some technical services in respect of indoor sport halls.

Though almost entirely related to the provision of facilities the total effect over the years of the work of this Association on the provision of opportunities for sport has been very considerable. In purely financial terms nearly £2 million has been given by way of grants for playing fields and playground schemes and £208,000 in loans.

The foregoing descriptive account of the opportunies provided in sport in the U.K. has shown that considerable effort is being made to create suitable physical activity programmes that cater for a wide variety of tastes. These are the main agents for sports provision in this country and collectively they present a great wealth and variety of opportunity for those who wish to take part. Nor are these the only opportunities for there are many additional opportunities for sport through community associations, working men's clubs, church groups etc., to say nothing of the considerable casual participation by individuals and families who enjoy their recreation quite independently of the organised group, that it has not been possible to describe fully within the confines of this report.

The measure of the success of the British approach to sport is however not in the extent of opportunity offered but in the degree to which people take advantage of these opportunities. In the next section an attempt is made to quantify this participation and to look at some of the factors that affect participation particularly that of age.

NOTES AND REFERENCES

1. For further details see *The Sports Council. A Report*, November 1966.

2. *The Sports Council. A Report*, Appendix E, p. 30-31 includes a fuller breakdown of this figure.

3. Survey of the interests of and opportunities for post-school adolescents in the field of physical activities. University of Manchester. Department of Physical Education. Work in progress.

4. *Open Space Survey. Trends in Sport*, Sociological Planning Research Unit, Ministry of Housing and Local Government. September 1966.

5. Surveys of School Leavers undertaken by Surrey County Council, London Borough of Brent, County Borough of Newport and CCPR Eastern Region, together with surveys of student interests at Universities of Edinburgh, Birmingham and Hull have shown a trend towards individual activities and away from many of the activities frequently found on a school programme.

6. *Report of the Committee on Higher Education* (The Robbins Report) 1961-63, p. 65.

7. Statistics of Education 1966.

8. Pilot National Recreation Survey. British Travel Association 1967. Report No. 1, p. 6, *Open Space Survey, Trends in Sport*, Ministry of Housing and Local Government 1966, p. 10, and *Outdoor Recreation in America*, the report of the Outdoor Recreation Review Commission 1962.

9. *The Youth Service in England and Wales*, Report of the Albermarle Committee, February 1960.

10. This figure includes both the statutory and the voluntary youth service provision.

11. A survey undertaken by the Association of Physical Education Lecturers in Further Education in 1965 showed that both indoor and outdoor facilities in Technical Colleges were often far from adequate. *Scottish Bulletin of Physical Education*, November 1965.

12. The Manchester Further Education Sports Federation has been formed to provide opportunities for competition in a wide range of activities for those coming under the auspices of Further Education in Manchester. The Federation organises league competitions between the various member groups within the city as well as competition with other cities in ten separate sports.

13. Universities are financed by the University Grants Committee which is directly responsible to the Department of Education and Science.

14. *Recreation in Local Authority Parks*, CCPR, April 1967.

15. *Sport and the Community*, op. cit., p. 11-12.

16. An analysis of the grant aid payable to governing bodies of sport is included as Appendix C to the Sports Council Report, op. cit.

17. A working party established in 1960 by the Sports Council to study recreation in St. Helens in relation to the local industry has made recommendation along these lines.

18. " A survey of industrial recreation in Great Britain " by P. Cullen, Loughborough University of Technology (unpublished).

19. *Open Space Survey*, op. cit.

20. Industrial Sports Clubs Secretaries Association, Annual Survey, Part 11, June 1966, *Recreational Trends in Industry*.

21. Grants for the work of the Northern Ireland section of the CCPR are paid by the Ministry of Education for Northern Ireland.

22. The General Secretary of the SCPR is Secretary of the Sports Council for Scotland, the Welsh Secretary of the CCPR is Secretary of the Sports Council for Wales, but in Northern Ireland the Youth and Sports Council is administered by the Northern Ireland Ministry of Education, but includes in its membership representatives of the Northern Ireland section of the CCPR.

CHAPTER 2

THE EXTENT OF PARTICIPATION IN SPORT IN THE UNITED KINGDOM EXAMINED IN RELATION TO THE FACTORS THAT AFFECT PARTICIPATION

To give a reliable measure of the extent of participation in sport in these countries is no easy task. Within the realm of the governing body of sport it is possible in most cases to estimate the extent of participation of the activity it controls, but the efficiency of governing bodies in accounting for their membership varies considerably and in many sports this exercise is further complicated by the element of casual participation that falls outside the control of organised sport. A crude measure of active participation can be obtained from the results of national sample surveys but there have been very few reliable surveys of this kind and those that are available vary so widely in their coverage and in the criteria adopted that comparisons are difficult.

Certain general principles do, however, emerge from the results of national surveys among which are :

(*a*) A large percentage of the population is recreationally inactive.

(*b*) Males participate to a greater extent in sport than females do.

(*c*) There is a marked decline in participation with age, and with the increasing responsibility of marriage and parenthood.

(*d*) Recreational activity increases significantly with income and educational level.

A quick look at the foregoing general conclusions suggests that there are a number of factors that appear to play an important part in influencing the extent of participation in recreation. In this section it is proposed to examine more closely their influence and to attempt to measure the effect they have upon the provision of opportunities for sport.

What are these influencing factors ? A number of recent reports on recreation have stressed the influence of factors such as the amount of disposable income and time, length of education and increasing mobility.

These factors are of course very important, but of all the factors that effect recreation, age would appear to be the most critical. The Outdoor Recreation Resources Review Commission in America[1][*] reported that "The relationship between age and participation in outdoor activities i sa sharp and striking one ; of all the factors analysed, age had by far the strongest relation to outdoor recreation. The relationship is a progressive one, with each age-group participating less than the next younger age-group." This applies equally in the United Kingdom where recent studies have shown that marital and family responsibilities accentuate this decline still further. In view of this, and as it is a particular requirement in the terms of reference of the *Sport for All* project, age is dealt with far more fully than the other factors.

In addition to the factors already listed, other factors such as physical ability and facilities for sport have an important effect upon participation.

1. *Leisure time*

Much has been said in recent years about the increase in leisure time and the resultant growth in numbers participating in various leisure pursuits. While the official working week for manual workers has fallen from 44.6 hours in 1950 to 41.6 hours in April 1965 the average hours *actually* worked has fallen very little from 45.9 hours in 1950 to 45.5 hours in 1965[2].

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[*] See Notes and References at the end of this chapter.

A pilot national recreation survey recently completed by the British Travel Association[3] has shown that 20 % of those contacted work for 49 hours or more a week, and a further 10 % of the working population have a second job occupying an average week of 11 hours. The effect of overtime working and second jobs is to reduce the leisure of the substantial proportion of the population that is prepared to reject leisure in favour of increasing their income.

While some workers are prepared to put in very long hours, it cannot be denied that an equally large proportion have increasing leisure. 27 % worked less than 40 hours per week. The growing acceptance of the five-day week, the increases in the length of holidays with pay and the lessening of the restrictions on participation in sport and recreation on Sundays have increased the leisure opportunities of many people, particularly at weekends. The pressures resulting from this increased availability of time at the weekends are to be seen not only on the roads, but at the coast and in the countryside where much of this time is spent in outdoor recreation.

2. *Income, occupation and educational attainment*

These three factors that together tend to determine 'social class' have important influences upon participation in recreation. In recent surveys the higher occupational groups report a much wider recreational experience than the lower. These trends are largely repeated in the differences shown between income groups, families in the lowest income range being particularly inactive. As would be expected the more expensive pursuits, e.g. sailing, golf, gliding, are more popular with higher income groups, whereas cheaper pursuits, e.g. team games, cycling, bowls, fishing, while increasing in participation level with income, are frequently chosen also by those with low incomes.

While income level obviously is a critical factor in determining the range of opportunity open to an individual, educational level would appear to be an even more important factor. Even in the cheapest of activities there appears to be an increase in participation with length of education. In the Pilot National Recreation survey 25 % of respondents at the highest end of the educational scale take part in swimming, while in the lower groups scarcely more than 5 - 10 % do so. Similarly in another inexpensive sport, hiking, while 13 % of executives took part in 1965 only 3 % of manual workers reported so doing[4].

It has already been noted that " cheap " opportunities for sport are provided in adult education and in industry. While no evidence is available of the socio-economic structure of adult education classes it is thought that there is a similar bias towards the upper income and educational levels that has been shown in sport. In industrial sport one would expect to get a higher proportion of manual workers. The figures in Table IV give some indication of the distribution among the social classes in industrial and private sports clubs in two new towns[5].

TABLE IV

Socio-economic groups and type of sports membership

Type of Club membership	Professional and Intermediate %	Other Non-Manual %	Skilled Manual %	Semi and Unskilled Manual %
Works' Clubs only	32	35	46	62
Private Clubs only	59	44	34	28
Works' and Private Clubs	9	21	20	10
Total %	100	100	100	100
Nos. on which based	215	173	250	86

NB. Based upon Soccer, Cricket, Hockey and Rugby Clubs in two new towns. The three categories of club membership are based on *all* the sports clubs an individual belongs to.

The distribution of socio-economic groups in sport varies with activity. Those in upper educational and income levels are generally more ambitious in their choice while those in lower levels are more traditional. A greater spread into the lower socio-economic levels in soccer, and to some extent cricket, was shown in the New Towns' survey [6]. While measures of intelligence have not been shown to correlate highly with physical performance there would appear to be some correlation with sporting achievement. McIntosh, in a survey in London schools, has shown conclusively that attainment in sport of pupils from the more intelligent groups is superior to that of those from lower down the scale [7]. It is not possible to judge whether this is due to differences in levels of aspiration, social factors or physical ability as the interaction is complex.

Other surveys have shown similar biases towards participation in the upper income-occupational level. Even in the narrow band of team games one finds, in relation to their numbers in the population, fewer semi and unskilled workers than non-manual workers (Table V). In surveys in Kent, games playing in the two highest social groups was reported by between 17 % and 23 % of the population but by only 0.9 % to 9.3 % of those in the two lowest groups [8].

TABLE V

Socio-economic class of sports players (soccer, cricket, rugby, hockey) compared with total population in a new town

Socio-economic group	Total Male Population (sample) %	Male Sports Players (sample) %
Professional & Intermediate	11.5	16.4
Other non-manual	13.9	27.0
Skilled manual	47.6	42.0
Semi and unskilled manual	27.0	14.0
Total %	100.0	100.0
Nos. on which % based	1,688	286

From *Open Space Survey, Provision of Playing Pitches in New Towns,* Ministry of Housing and Local Government. August 1967 [9].

As would be expected ownership of large items of equipment for recreation, e.g. caravans, boats, horses, increase markedly with income level and smaller items, tennis racket, cricket bat etc. are far more frequently found in upper income than lower income families [10].

The evidence from the foregoing would indicate that there is a marked increase in recreation potential with increase in income and educational level. As income increases also with age, a factor that tends to decrease recreation potential — there is perhaps some balancing effect here, but there can be little doubt that the influence of these factors is considerable and important.

3. *Mobility*

The great increase in car ownership in recent years has had a considerable effect upon recreation. From 1955-66 ownership of cars increased at a rate of 9 % per year and estimates for the future suggest that the numbers of cars owned will rise from 8 million in 1964 to 31 million in the year 2000 [11]. An interesting feature of recent trends in this respect has been the levelling of previously large differences in ownership according to socio-economic status (Table VI).

TABLE VI

Car owning proportions[12]

Socio-economic group	1956 %	1965 %	Increase %
Middle Class	60	80	33
Lower Middle Class	30	50	66
Skilled Working Class	20	40	100
Working Class	6	20	300

The greater mobility that the population is achieving affects recreation in a number of ways. For many it provides the opportunity to take part in activities that were previously beyond easy access. For others motoring for pleasure has become a pastime in itself which may take people away from recreation in the urban setting and could well affect the future participation in team games especially at weekends.

If the foregoing picture looks gloomy in terms of active physical recreation, it is encouraging to see that the motor-car is making it easier for other groups to take part in these activities. A survey of people making use of Crystal Palace National Recreation Centre showed that 78.4 % travelled to the centre by car[13]. The Pilot National Recreation Survey showed that contacts with cars reported over almost the whole spectrum of activities greater participation than carless contacts[14].

4. *Physical ability*

While the physical ability of individuals can affect their participation, serious limitations in physical ability can completely frustrate participation in the normal way. It is important therefore that special opportunities are provided for disabled and physically handicapped members of the community to enable them to take part in sport. Opportunities are being provided in increasing numbers for this section of the community but there is need for still greater efforts. In view of the special problems and the need for serious consideration to be given, it is recommended that this topic is treated as a separate issue.

5. *Sex*

The differences that are exhibited between the sexes in their participation in recreation are considerable. Surveys have shown that the proportion of males taking part in sport is far higher than that of females (Table VII). The New Town survey showed that while fewer women were actively engaged in sport than men those who did take part tended to have practised more sports in the past year than did the men[15]. Indications are that only the very keen sportswomen take part. Surveys undertaken recently in indoor sports centres showed the number of female attenders to vary between 20 % and 31 % of the total[16].

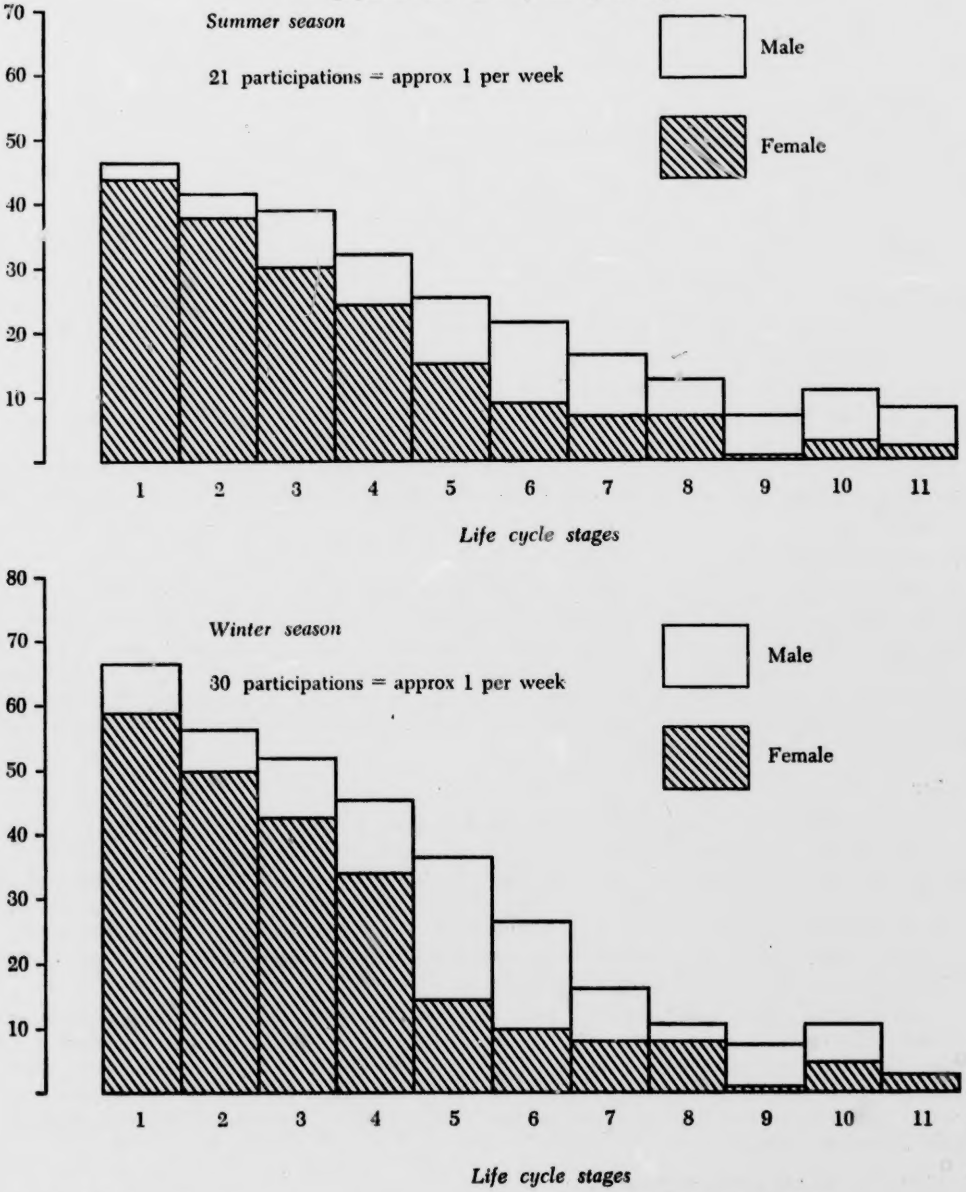
While women have some activities such as *Keep Fit,* which have an exceptionally strong following, the overall involvement of the female in recreation is significantly less than that of the male. The increased participation in activities such as sailing and badminton in which mixed participation is possible, and the development of more facilities for this kind of activity, may improve the position slightly, but there are few signs that the situation will change markedly in the immediate future.

6. *Marital status and family responsibilities*

Marriage and family responsibilities have a significant influence on participation in physical recreation. In the survey on New Towns, among members of football, cricket, hockey and rugby clubs, married men aged 20-29 were just as likely to join as single men, but it was noticeable that they played less frequently and took part in fewer activities than did those who were unmarried[17]. A national survey undertaken by the Government Social Survey in 1965 has shown the dramatic effet that marriage and family responsibilities have upon participation in sport throughout the life cycle[18] (Table VII).

TABLE VII

Frequency of participation in outdoor and physical recreation by life cycle stage



1 = In full time education
2 = Single 15-18
3 = Single 19-22
4 = Single 23-30
5 = Married without children 23-30
6 = Married with children 23-30
7 = Married with children 31-45
8 = Married without children 46-60
9 = Married with children 46-60
10 = Married/in full time employment
11 = Widowed/retired

Information obtained from Government Social Survey report "Leisure and Planning", table 53 (unpublished).

The provision of more sports centres that cater for the family, with crèches provided for the young child, will enable young married couples to take part in recreation to a greater extent than previously. It is likely that the pattern of recreation of the married couple will change to fit in with family responsibilities and activities like swimming, camping, walking etc. that the family can enjoy together could take the place of those previously favoured. There is already considerable evidence to show that in new pools swimming is becoming a family recreation. In the survey undertaken at Crystal Palace 59 % of the swimmers were attending as members of a family group[19]. With earlier marriage parents are free of family responsibilities while still young enough to take an active part in recreation. Facilities and opportunities need to be provided that will enable them to take part in physical recreation.

7. *Facilities for sport*

It would seem unnecessary to say that the provision of facilities for sport affects participation. It is however worth looking at the way in which the existing provision of facilities for sport in the United Kingdom is affecting participation. In these countries provision varies considerably from place to place and it is difficult to generalise, but the following main points would seem to apply to most areas :

(*a*) The provision of playing fields is generally adequate for the demand and only in the large urban areas are there signs of real pressure on facilities.

(*b*) Facilities for swimming in indoor baths vary in their adequacy.

(*c*) There is an almost complete lack of suitable indoor facilities for sport outside the schools. There are very few sports halls that have extensive community use.

(*d*) There is a shortage of opportunity for recreational activities in the countryside, on land and water and at the coast. Facilities for simple country pursuits, for water activities and particularly for golf are needed near to the main urban population.

Some idea of the gaps existing in the present facilities can be seen by examining those sports for which there seems to be an excessive demand for opportunities. At present the most noticeably under-provided activities are golf, where courses are subject to heavy pressure and membership of clubs is in most cases oversubscribed, in sailing, where there is often a similar situation with regard to membership, and in many of the sports requiring indoor facilities. On the other hand these are only the apparent demands and there are obviously latent demands that are released only when a facility becomes available. Squash rackets is an example of this type of activity. New courts are subjected to heavy demand and it was shown in the survey at Crystal Palace that 42 % of those playing squash had not played before the courts became available. Reports from those sports halls that are available to the public show that, soon after opening, these facilities are being well used. This does not mean that facilities automatically create a demand, and indeed there are some examples of facilities that are under-used, but with sensibly planned facilities, given good management and provided that they are situated within easy access of the public they are designed to serve, there is little doubt that they will be well used.

The opportunities provided in the larger towns are more extensive both in their number and in their variety than those of smaller communities. A survey of recreational facilities in Lancashire has shown that the facilities available are proportionate to the size of population with :

(*a*) towns of up to 15,000 possessing facilities for up to 5 activities,

(*b*) towns of 15,000 - 30,000 possessing facilities for 6-7 activities,

(*c*) towns of over 30,000 and up to 85,000 possessing facilities for between 8-11 activities, and

(*d*) towns of over 85,000 possessing facilities for 12 activities or more[20].

Considerable effort and expenditure is now being made to ensure that sensibly planned facilities are provided for all sections of the community.

8. *Age*

A close look at the recreational scene reveals a steady and progressive decline in participation in recreation with increasing age. The overall picture tends to be distorted, as there is considerable variation between the activities, some of the activities indeed catering for a far wider and more even spread throughout the age ranges. Comparison between surveys is also made difficult by the variety of ways in which age has been categorised and by variation in their coverage. Despite this it is possible in the following pages to illustrate this recreational " fall out ".

In Table VIII the distribution among the age groups in a recent national survey of organised or formal sports is shown [21].

With both men and women there is a consistent decline in participation with age from 15 to 60 years, as measured by the proportion participating *and* by the frequency with which they took part. Other surveys have shown similar results.

TABLE VIII

Frequency of active participation in all forms of outdoor or physical recreation during the summer season

Age of informant	Proportions taking part - AT LEAST					Base (Total persons)
	Twice weekly %	Once weekly %	Once monthly %	Less than monthly %	Never %	
Males						
In full-time education	68	17	10	2	3	91
15 — 18	59	18	8	9	6	157
19 — 22	61	20	14	7	8	148
23 — 26	31	19	18	14	18	141
27 — 30	31	13	22	10	24	153
31 — 45	17	14	22	12	35	745
46 — 60	10	7	16	12	55	788
61 — 70	9	9	6	7	69	378
All males	22	12	16	11	40	2,610
Females						
In full-time education	67	10	9	8	6	79
15 — 18	53	16	14	7	10	147
19 — 22	23	19	19	14	25	162
23 — 26	10	17	19	16	37	172
27 — 30	6	12	14	21	47	145
31 — 45	5	4	13	18	61	812
46 — 60	8	4	5	11	72	886
61 — 70	3	2	1	3	91	559
All females	11	7	9	12	62	3,016

Information from National Survey *Leisure and Planning*. The Government Social Survey 1965 (unpublished). Tables A. 18 - 19.

Participation naturally declines with age, but what is not revealed in the foregoing table is the extent to which certain activities cater for a wider distribution of participants over the age ranges. A breakdown of two recent surveys that show these inter-activity differences is given in Tables IX and X. While in Table XI the results of a survey undertaken with old students of Marlborough College has similar features.

TABLE IX

Sports/games played/watched regularly ** by age only - Males - National

Games/sports in which took an active part regularly during the previous season	Persons who have completed full-time education aged							ALL (including those in full-time education)
	15-18	19-22	23-26	27-30	31-45	46-60	61-70	
	%	%	%	%	%	%	%	%
Swimming (in pools)	44	29	26	27	21	5	2	17
Ballroom dancing	22	34	20	18	10	9	3	12
Soccer	41	26	26	14	8	1	—	10
Table tennis	30	16	14	14	8	3	1	9
Cricket	23	14	14	10	8	1	—	8
Fishing/angling	18	11	9	9	8	6	2	8
Ten-pin bowls	22	30	12	10	4	2	—	7
Golf	4	7	4	5	8	6	3	6
Bowls	3	3	3	3	5	6	9	6
Swimming (in sea)	9	16	7	10	6	4	1	6
Tennis	8	13	11	12	3	2	—	5
Fencing/archery/shooting	13	10	3	5	7	2	3	5
Badminton and squash	10	4	7	8	4	1	1	4
Athletics/gymnastics	14	5	5	3	*	—	—	3
Rowing and canoeing	8	9	6	1	2	1	—	3
Sailing	2	1	1	1	3	1	—	2
Boating	7	6	1	3	2	2	—	2
Rugby	6	7	4	1	1	—	—	2
Boxing/wrestling/judo	7	7	4	3	2	—	—	2
Pleasure-craft cruising	2	2	2	2	1	1	—	1
Motorised sports	3	1	4	2	1	1	—	1
Roller/ice skating	10	3	3	3	—	—	—	1
Horse riding	2	2	1	1	1	*	*	1
Any other activity	32	29	16	17	7	5	5	11
Attended as spectator only								
Soccer	30	25	28	28	26	29	23	27
Cricket	8	11	6	11	13	14	24	14
Rugby	8	5	5	4	4	9	3	6
Tennis	4	3	1	6	4	4	7	5
Boxing/wrestling	4	10	6	3	6	2	1	4
Motorised sports	13	13	10	3	3	2	1	4
Swimming	3	1	1	2	4	3	3	3
Greyhound/horse racing	2	6	4	5	3	3	2	3
Other activities	20	14	12	13	13	15	24	16
BASE (total persons)	157	148	141	153	745	788	378	2,610

* Less than 0.5 %

** i.e. done once a month or more for at least part of the preceding year - in summer or winter.

Information from National Survey *Leisure and Planning*. The Government Social Survey 1965 (unpublished) Table A. 39 "

TABLE X

Participation in sport by age[23]

	AGE GROUPS				
	17-24	25-34	35-44	45-64	65+
Angling	8	7	5	4	1
Archery *	0	0	0	0	0
Athletics	4	1	1	0	0
Bowls	2	3	2	2	3
Camping	10	5	5	2	0
Cycling	8	2	2	1	1
Gliding *	0	0	0	0	0
Gokarting *	0	0	0	0	0
Golf	6	5	3	3	0
Hiking	8	4	5	4	2
Hillwalking, Climbing	3	1	2	1	0
Horse Riding	3	1	1	0	0
Motor Racing	3	1	0	1	0
Pony Trekking	1	0	0	0	0
Skating	5	2	1	0	0
Winter Sports	1	0	0	0	0
Team Games	13	7	5	0	0
Swimming	24	18	15	5	0
Subaqua	2	1	0	0	0
Tennis	14	5	6	1	0
Water-skiing	1	1	0	0	0
Power Boats (Sea)	1	2	1	1	0
Sailing (Sea)	3	1	1	1	0
Canoe (Sea)	2	1	1	0	0
Power Boat (Inland)	1	2	2	1	0
Sailing (Inland)	2	1	1	0	0
Canoe (Inland)	4	1	2	0	0
Indoor Sports	35	17	15	6	1

* In these activities the sample was too small to allow subdivision.

Information from *Pilot National Recreation Survey*, British Travel Association and University of Keele, 1967.

An examination of the age distribution in these tables shows clearly that there is a greater demand among older people for activities that require the expenditure of smaller amounts of physical energy. Medical studies have proved, if proof was really necessary, that the working capacity of the human body declines with age, but this reduced ability is less marked than the decline in participation would suggest. The example of those who successfully continue to play to a late stage of life illustrates what is possible.

Notes on Tables IX and X

The tables given in the following pages are based upon national inquiries of randomly selected samples of the population. In neither survey has the sample been of sufficient size to

TABLE XI

Persistence in sports[24]

Age more than :	20	30	40	50	60	70
Size of Sample :	1033	849	606	395	178	79
Percentage still playing :						
Rugger	50	11	1	0	0	0
Cricket	40	29	25	8	4	0
Hockey	53	35	19	6	2	0
Athletics	12	3	1	0	0	0
Lawn Tennis	68	61	54	31	20	6
Squash	53	42	28	11	5	2
Golf	41	43	44	42	36	22
Sailing	24	39	26	21	13	5
Climbing etc.	10	8	5	6	5	1
Shooting	31	32	33	33	25	24
Fishing	19	21	22	22	19	14
Hunting, Polo etc.	15	16	13	9	3	1
Rowing	7	1	1	0	0	0
Winter Sports	8	8	6	4	2	0

Information from a survey undertaken by Dr. T.A.A. Hunter at Marlborough College in 1963. " O.M.'s and their Sport ", *The Marlburian Club News Bulletin* No. 32, June 1963.

ensure reliability of sub-samples taken from within the total sample. The evidence given in the following tables should therefore be treated with some caution and used more as a guide to participation.

In general the smaller the proportion of a sample found to possess any given characteristic, the greater the likelihood of sampling error. It follows that apart from activities where the proportion of participants amounts to 5 % or more it would be unwise to attempt any kind of prediction on the basis of the proportions shown. The less popular activities are included principally to give an indication of their relative importance in comparison with other forms of recreation. For this purpose they are reliable. Activities where the proportion of participants did not reach 1 % in any age group have in Table IX been included amongst " other activities ", at the foot of the table.

This evidence would suggest that other factors, perhaps marriage, family commitments or even pressures of work, cause the initial break with physical activity, more than the reduced ability of the body to undertake the exercise. On the other hand there has been in the past both in our education system and in adult sport an emphasis on the more energetic team games and athletic activities that cease to be so enjoyable when the participant reaches the age of 30-40. The greater concentration of attention that is now paid both in schools and clubs to activities that are less physically demanding may improve the position but a concentrated positive effort is needed to ensure that participation continues beyond these middle years.

A. Opportunities for older generations

Although considerable efforts are being made to increase opportunities for people to take part in some form of physical activities, very few specific attempts have been made to cater for the older generations. Before considering what needs to be done it is as well to look at some of these attempts and to assess what already exists.

(a) *Health clubs*

For many years classes in evening institutes and commercial health studios have been offering opportunities for exercise, specifically advertised as beneficial to health and fitness. In recent years a number of privately run commercial health clubs have emerged and these seem to be catering for a demand although there is no suggestion that this is excessive. One of the best examples of this type of club is an expertly directed gymnasium in the heart of London's business centre and therefore within easy access of large numbers of potential customers. It aims to attract the middle-aged businessmen through carefully controlled, and personally directed progressive resistance exercise. The gymnasium has 500 members most of whom visit the gymnasium twice a week, the main peaks of attendance being at luch times and in the early evenings. The gymnasium is well used and seems to attract many men in the middle age ranges. A survey of membership revealed the following distribution of ages for men :

TABLE XII

Age range of men using gymnasium

Under 20	20-24	25-29	30-34	35-44	45-54	55-64	65+
2 %	17 %	16 %	17 %	27 %	11 %	3 %	0.5 %

Women's membership at the gymnasium is restricted to two evenings a week and only 20 % of the members are women. Of these the main proportion 53 % are in 20-24 year age group. The percentages in older categories diminish rapidly.

(b) *Keep fit*

Effective opportunities for achieving fitness have been provided for many years by the local education authorities through their evening institutes. There has, however, in recent years been a swing away from men's classes devoted purely to fitness and towards classes for specific activities. There have been attempts in evening institutes to run classes specifically for " over 35s " but the demand for these has been small and they have varied considerably in their appeal according to the ability of the instructor. Experiments with a number of " Fitness for Businessmen " classes have been tried by the CCPR in various parts of the country. These have shown that a knowledgeable and sympathetic instructor is a pre-requisite to the success of the classes. There would appear to be a need for special consideration to be given to the training of instructors for this type of class. At present a physical education qualification is the standard accepted by most education authorities but even these highly trained teachers may need guidance in how to treat the specific exercise problems of the older generation.

It is interesting to note that in this field of work the women are more successful than the men. One of the few expanding fields of physical activity for women is that of keep fit, movement and dance. Some indication of the expansion of these opportunities for women can be seen from the figures given earlier for further education. In the Inner London area the number of courses in keep-fit and gymnastics, substantially women's keep-fit classes, has risen from 453 in 1957/58 to 627 in 1966/67. These include many classes run specially for older women. The figures for the other cities show a similar rise. A survey undertaken in eight London keep-fit classes has shown their age range to be as follows :

TABLE XIII

Age structure of ladies' keep-fit classes

15-19	20-29	30-44	45+
13 %	45 %	31 %	10 %

Keep fit attracts married women in large numbers. This activity particularly appeals to the young mother. The vast majority of class members attend because their weekly exercise gives them a healthy sense of general well-being [illegible] in company of neighbouring housewives, and leaving the husbands at home baby sitting, they join keep-fit classes where for little expense they can enjoy the company of other women. Such is the friendliness and social atmosphere of these classes that the habit of attendance often becomes a lasting one, and many members of the classes are of a mature age.

Many other opportunities for recreation for older people ae offered through evening institutes, community centres and old people's clubs, the most frequent activity affered being dancing. Ballroom dancing and Old Time dancing classes have a very strong demand in evening institutes and attract much of their following from those in the middle and upper age ranges. With increasing age, dancing is often used as a therapeutic aid and organised dances are popular in old people's homes and clubs, often unfortunately at a stage when it is too late to be of much benefit to them.

(c) *Judo*

One sport that is tackling the problem of age is judo. Disturbed by the drift away from the sport of over 35s, judo bodies ore organising special sessions for those over 35, where competition is less intense and on a more even footing, and emphasis is placed upon the contribution that the older man can make through coaching and refereeing.

(d) *Bowls*

Another activity that has an appeal to people of all ages is bowls. There is evidence of growing support in this game, especially among older people. One of the most satisfactory developments in bowls has been the growth of indoor bowling. Indoor bowls has been played since the middle 1930's but in recent years there has been a substantial increase in the number of indoor bowls halls, many of which have been built by local authorities. There are now over 100 indoor bowls centres in Great Britain and the expansion shows signs of continuing. Many of the local authorities indeed are arguing their case for the provision of these facilities on the grounds that they cater for the older people. Unlike other sports centres the indoor bowls centre is not subject to peaks of demand in the evening and at weekends, for the facilities, while widely used at these times, are also fully used during the day by lady members and retired persons. The development of these centres could be of significance in recreation for older people besides extending the season of many bowlers throughout the year.

There has been a similar development in the outdoor game of bowls. The number of clubs in the English Bowling Association has risen from 1,815 in 1939 to 2,610 in 1966. Evidence of the spread of bowls throughout the age range is given in Tables IX and X and a particularly strong representation is shown in the over 40 category. A survey of six Bowling Clubs showed the following age structure of the 248 members[28].

TABLE XIV

Age structure of playing membership of six bowls clubs in Brent

	Under 30	30-39	40-49	50+	TOTAL
No.	8	27	35	178	248
%	3.2	10.9	14.1	71.8	100.0

Of other activities that are enjoyed widely by older people, golf, swimming, badminton and angling are all experiencing an increase both in participation and in the extent of facilities available for these sports. The information in Table IX and X shows the extent to which these activities are played through the age groups. This is confirmed by other surveys.

(e) *Badminton*

In a survey of badminton in the West Midlands the following age distribution was shown :

TABLE XV

Badminton in the West Midlands

	15-20 %	20-25 %	25-30 %	30-40 %	40-50 %	50+ %
Male	6.5	12.0	14.5	18.0	8.5	2.5
Female	4.0	7.5	9.5	10.5	4.0	1.5

The interesting feature here is the stronger representation of women than ocurs in the other sports. The growth in badminton-club affiliation to the Badminton Association of England has increased from 1,312 clubs in 1939 to 2,975 clubs in 1967, and playing strength in the U.K. is estimated at 140,000. It will continue as more indoor halls are provided.

(f) *Swimming*

Swimming is another sport in which facilities are improving. Reports from new baths suggest a wider interest from older people who are attracted by the more pleasant surroundings. The survey at Crystal Palace showed the following age distribution for swimming :

TABLE XVI

Swimming at Crystal Palace

	Under 15	15-19	20-29	30-44	45+
	%	%	%	%	%
Male	24.1	5.6	8.2	14.6	6.0
Female	25.5	6.0	2.7	5.6	1.9

These figures show a good spread into the upper age ranges. The peaks Under 15 and for males in the 30-44 age range almost certainly reflect the pattern of family attendances reported earlier in this report.

(g) *Golf*

No detailed figures are available for golf other than those in Tables IX and X, but a recent survey in the North of England reported that 9 % of members of golf clubs in this region were retired persons[26]. The growth in this game since the war has been remarkable. Sales of golf balls have increased by 90 % in the last ten years and everywhere pressures on courses are considerable. Priority is being given in the planning of recreation facilities to the provision of more golf courses, though the extensive land requirements of the game make for difficulties. The extent of the problem is shown by the survey in the North which estimated that 68 new courses were required to cater for the projected future demand for the game. If provision were to follow on anything like this scale throughout the country the impact upon recreation, particularly for older people, would be considerable.

(h) *Angling*

The amount of physical activity involved in angling is difficult to assess but it is a growing and exceptionally popular sport. Recent surveys[27] have shown that the total angling population is 2.2 million and that the age distribution of male anglers is as follows :

TABLE XVII

Age structure of anglers

16-34	35-54	55+
44 %	41 %	15 %

Tables IX and X confirm these figures and together they show the extent to which angling is followed by older people.

A close examination of the information given in the previous pages shows that opportunities in sport are available for people of all ages and that considerable numbers are taking advantage of them. The overall results however show that there is room for improvement in these figures and suggest that positive measures need to be taken to ensure that this is achieved. In the final chapter of this report the need for a positive approach is examined and suggestions are made for the future.

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CHAPTER 3

SPORT FOR ALL - THE FUTURE NEEDS

The earlier sections of this report show in broad outline the present picture of sport in the United Kingdom. It reveals certain deficiencies. Before examining these needs it is appropriate to indicate the factors to be taken into consideration when planning future development :

1. There is a healthy existing structure upon which to develop increased opportunities.

2. Much progress is being made towards a co-ordinated and planned provision for sport.

3. The response to new facilities as they are provided indicates that a considerable unsatisfied demand exists in all parts of the country.

4. The British approach sport through free choice. Future development must be through encouragement by the provision facilities and opportunities.

5. Many well established activities already provide opportunities for people of 25-40 and older. A number of these show healthy signs of expansion.

Bearing these factors in mind it is possible to examine future needs. There is considerable hope for the future. Through the Sports Council and Regional Sports Councils' machinery greater opportunities now exist to plan a co-ordinated approach to the development of sport.

The main pointers to future development are :

1. An increasing provision of indoor sports facilities in urban areas with low space requirements and high intensity use.

2. Greater co-ordination of facilities involving joint finance and multiple use by the many bodies at present providing separate facilities. At a lower level there will probably be a tendency for the amalgamation of single activity sports clubs to form multi-sports clubs or to come within larger sports centres.

3. Greater co-ordination between the main bodies using facilities, e.g. sports clubs, schools, evening institutes, youth clubs, through the provision and use of community facilities.

4. Development of facilities for outdoor recreation at the coast and in the countryside to cater for the needs of an increasingly mobile and leisured society.

5. Growth and development of coaching schemes and instructional classes in sport at national, regional and local level.

6. The appointment and training of recreational managers and local authority officers whose work will be concerned with the management of facilities, the administration of courses and the encouragement of participation, not only in sport but in the whole field of leisure activity.

These trends, which are already becoming more apparent, will substantially increase opportunities in sport for all sections of the community. Narrowing down to the particular needs of the 25-40 year olds and those above this age, it is necessary to ask whether there is a special need for greater effort to be made to encourage this section of the community. The information in the earlier part of the report has shown that there is a progressive decline in recreation with advancing age. This situation leads to the following five questions, each of which needs an answer :

(a) Is exercise essential for the health of the community ?

(*b*) What amount of exercise is necessary ?

(*c*) Is physical recreation the best or only way of achieving this ?

(*d*) Do we need to encourage more people to take part in physical recreation ?

(*e*) By what means can we encourage greater participation to ensure that this exercise is taken ?

The results of some medical studies have shown, although not yet conclusively, that exercise is beneficial to health[1][*]. The amount and type of exercise required by different individuals is hard to define. Within the range of physical activities considered in this report there are many that are not physically demanding, and even within any one activity the amount of energy expenditure involved varies widely from one individual to another. Moreover physical recreation is not the only form of exercise open to an individual and therefore participation in sport cannot necessarily be used as a barometer of fitness. Many activities undertaken at work and at home are equally effective. A recent study of the leisure time activities of 117 middle-aged civil servants[2] has shown that less than 3 % of this group take part in sport but in terms of the energy expenditure of their leisure time quite a substantial part of the time was spent on activities such as gardening, household chores, walking, do-it-yourself etc., all of which involve physical effort that could be of an equal intensity to many sports. It is hoped that the results of present studies will help to quantify the amount and type of exercise needed to maintain various fitness levels.

Do we need to encourage more people to take part in physical recreation ? Although it is known that a large proportion of the population takes no part in physical recreation there is no real evidence to suggest that the nation is unfit. A recent survey suggested that 84 % of the population think themselves physically fit[3]. It is difficult to decide whether the majority of these people are under a misapprehension for there is no reliable evidence from which to assess our present national fitness levels. A study of physical work capacity is however being undertaken as part of the International Biological Programme and its results may suggest whether more action is needed to encourage greater participation in sport.

Although there is no evidence to prove the need for greater effort to be made to encourage people to take part in sport, there can be no doubt that any efforts made in this direction will be beneficial to the mental and physical health of the community. How should this effort be applied ? It has already been pointed out that the attitude of the British to sport has always been one of freedom of choice. A National Fitness Campaign backed by the government was, in fact, mounted in 1937 but those who worked closely in this movement are agreed that it failed to achieve its aims and it is not felt likely that any similar campaign will be launched in the future.

The Wolfenden Report refers to this attitude as follows : "We have not in the course of hearing evidence, found any unequivocal connection between taking exercise and being healthy. But we have found that a great many people, who do take exercise, of one kind or another, feel better. Whether this is an entirely subjective feeling or corresponds to some objectively measurable standards we cannot say. But there certainly is in the lives of many a feeling of well-being which at any rate follows exercising the body, whether or not the exercise can scientifically be said to cause the well-being. The feeling of healthy tiredness, the exuberant vigour which accompanies being in training, the joy in the co-ordination of eye, muscle and brain — all these do give to the man who takes exercise, at whatever level of skill, something which he would not otherwise experience." In another reference the same report says, "this kind of 'feeling better' is at the root of physical activity, of the play we are discussing ; and our plea is that everybody, and especially young people, should have the opportunity of this sort of activity and this sort of enjoyment. We do not plead that everybody should be required to engage in it. There is no special merit in compelling adult men and women to gain this kind of experience ; indeed (for them at any rate) compulsory enjoyment comes near to being a contradiction in terms. But there is a vast range of opportunity which is at present denied, especially to young people, and it is with this range of opportunity that we are concerned. "[4]

These passages summarise the approach to sport in these countries. This does not imply that there is no need for efforts to be made to encourage greater participation. Of all the arguments chosen to promote greater participation it is felt that sports " for fun " is the one that will achieve greatest effect. If the health benefits can be linked to this approach, especially if medical research in the future positively shows the need for improved fitness, it may be even more effective.

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[*] See Notes and References at the end of this chapter.

What may be needed is a categorisation of activities according to their suitability for older people. A close examination of the age range of participation shows that the activities most popularly chosen by older participants are those which have low requirements of energy expenditure. Medical studies in this field have already attempted such a categorisation by the accurate measurement of energy expenditure in exercise. One study suggests the following categorisation :

TABLE XVIII

Energy expenditure during recreations [5]

Grade	Sedentary	Light	Moderate	Heavy
Rates for women kcal/min/55 kg	up to 2.0	2.0-4.0	4.0-6.0	6.0-
Rates for men kcal/min/65 kg	up to 2.5	2.5-5.0	5.0-7.5	7.5-
	Card games Musical instruments	Archery Billiards Bowls Cricket Croquet Golf Sailing Table tennis Volley-ball	Badminton Canoeing Cycling Dancing Gardening Gymnastics Hockey Horse riding Skiing Swimming Tennis	Athletics Basket-ball Boxing Climbing Cross-country running Football Rowing Squash rackets

Obviously it is not possible to be hard and fast about these categories for the energy expenditure involved in many of the sports listed as light or moderate could well be heavy if played at the highest level of performance. There are also other factors that have to be considered and older people may for instance be less inclined to take part in activities in which there is a likehood of physical discomfort, e.g. canoeing, sailing etc., even though energy expenditure is light. Bearing these considerations in mind, and allowing that some overlap between categories is inevitable, an attempt has been made in Table XIX to categorise sports commonly played in the United Kingdom under three headings :

Young people's sports :
Sports for which there is a limited demand beyond the early 30s.

Middle range sports :
Sports in which participation could well continue into the 40-50 age range.

Lifetime sports :
Sports that can be continued until and past retirement age.

It would seem reasonable to make special efforts to encourage people to take part in both lifetime and middle range sports. A co-ordinated campaign could be launched to ensure this end. This campaign might be approached in the following way :

1. Schools could be encouraged to include many of these sports in their curriculum.
2. More facilities for these sports could be provided.
3. The coaching schemes for these sports could be developed and strengthened through grant aid towards approved schemes.
4. More introductory courses in these sports could be provided by sports centres, in the national and regional programme of the CCPR and by other bodies. Special "lifetime" sports weekends catering for a range of the activities could be organised as part of this campaign.

TABLEAU XIX

Categories of Sport for All

Young people's sports	*Middle range sports*	*Lifetime sports*
Association Football	Badminton	Archery
Athletics	Canoeing	Angling
Baseball	Cricket	Billiards & Snooker
Basketball	Cross Country	Bowls
Bicycle Polo	Cycling	Camping
Boxing	Gliding	Dancing
Caving	Fencing	Golf
Diving	Hockey	Keep Fit
Fives	Judo	Rambling
Gymnastics	Lawn tennis	Shooting
Lacrosse	Mountaineering	Swimming
Netball	Orienteering	
Parachuting	Riding	
Rounders	Rowing	
Rugby Football	Sailing	
Trampolining	Skating	
Water Polo	Skiing	
Water Skiing	Squash	
Weight Lifting	Stoolball	
Wrestling	Table Tennis	
+ Middle range and lifetime sports	Ten-pin Bowling	
	Volleyball	
	+ Lifetime sports	

5. Attention could be given to suitable publicity for the campaign using all available mass media.

6. Keep-fit classes for older men could be included within the campaign but attention ought first to be given to the special training needed for those chosen to lead these classes and to the consideration of the most suitable teaching methods[6].

7. By an uplift in investment by both public and commercial agencies for recreational activities.

8. Through co-ordination of public, private and commercial provision by local authority recreation or leisure officers.

It is difficult to anticipate the impact that such a campaign would have. The priority accorded to it must, of course, be considered in relation to other needs. It would be wrong, for instance, for the sake of this campaign to play down the obvious benefits to youth of many of the activities that come under the category of Young People's Sports. Flexibility in the programme is needed and capital investment should first be made in those activities for which there is a known demand.

While there is a need for attention to be given to such a campaign there are of course other needs, and this effort should be part only of the much bigger campaign that is already being conducted to ensure greater participation in sport at all levels. It is however because there is at present no positive and co-ordinated effort to encourage physical recreation for older people that the foregoing hypothetical course of action has been suggested. It is emphasised that it is a hypothetical suggestion and that at present there are no positive moves towards implementing this policy. On the other hand it could readily be linked with the overall policy of provision for recreation that is receiving considerable attention at this present time.

To quote again from the Wolfenden Report "Man in short needs play. In the form of a game, a sport or an outdoor activity of some kind it is desirable in itself, for its own sake, as a valuable element in a full and rounded life "[7]. In the United Kingdom this need is accepted. This is what we think of as *Sport for All*, and it is to this end that all our effort is directed.

NOTES AND REFERENCES

1. Particularly significant has been the work of Professor J. N. Moris in this country and reported in the *Lancet* 11, 1053, 1953 and *British Medical Journal* 11, 1485, 1958.

2. M. R. Alderson, *Leisure Activity in Middle Aged Civil Servants*, Proceeding of a conference on "The Influence of Exercise and Obesity", Fitness and Training Section, The Ergonomics Research Society, March 1967.

3. Opinion Research Centre Survey on Sport, *Evening Standard*, 21 August 1967.

4. *Sport and the Community*, op. cit., p. 4 and 7.

5. *Energy, Work and Leisure* by J. V. G. A. Durnin and R. Passmore, p. 84.

6. Women's Keep fit has an established scheme of training for leaders that is perfectly suited to this approach.

7. *Sport and the Community*, op. cit., p. 4.

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